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    - Have a good website
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## TAG Alliances Status

### TAGLaw Status

#### TAGLaw Current Totals

**Countries: 81**  
**Total Firms: 146**  
**Total Offices: 314**

| Region             | Lawyers     | Firms      |
|--------------------|-------------|------------|
| Asia Pacific       | 844         | 14         |
| Europe             | 2090        | 43         |
| Latin America      | 776         | 22         |
| Middle East/Africa | 426         | 11         |
| North America      | 5155        | 56         |
| <b>TOTAL</b>       | <b>9291</b> | <b>146</b> |

## TAG Alliances Status

### TAGLaw Status

#### TAGLaw New Members (May 2013 – October 2013)

- Lerch, Early & Brewer (Maryland, USA)
- A.R.M.A. Peeroo (Mauritius)
- Dougherty Quinn (Isle of Man)
- Fiorio Cardozo & Alvarado (Paraguay)
- Veirano Advogados (Brazil)
- Al Rowaad Advocates & Legal Consultants (UAE)

## TAG Alliances Status

### TIAG Status

| TIAG Current Totals |                 |            |
|---------------------|-----------------|------------|
| Countries: 63       |                 |            |
| Total Firms: 115    |                 |            |
| Total Offices: 219  |                 |            |
| Region              | Revenue (\$mil) | Firms      |
| Asia Pacific        | 40              | 22         |
| Europe              | 179             | 34         |
| Latin America       | 18              | 28         |
| Middle East/Africa  | 12              | 12         |
| North America       | 273             | 19         |
| <b>TOTAL</b>        | <b>523</b>      | <b>115</b> |

## TAG Alliances Status

### TIAG Status

#### TIAG New Members (May 2013 – October 2013)

- AJSH (Delhi, India)
  - Pinebridge (Singapore)
  - Berdon LLP  
(New York, New York, USA)
  - Marina Contabil  
(Belo Horizonte, Brazil)
  - Mallette (Quebec, Canada)
  - GALLINA LLP (Northern  
California, USA)
  - Hertanto (Jakarta, Indonesia)
  - Fiduciaire du Grand-Duché  
de Luxembourg (FLUX)  
(Luxembourg)
- 

## TAG Alliances Status

### TAG-SP Status

#### TAG-SP New Members (May 2013 – October 2013)

##### *Accounting SP*

- Collins Barrow Toronto (Canada)

##### *Ancillary Businesses*

- GALA Trust and Management Services (Panama)
- Volaw Trust & Corporate Services Ltd (Channel Islands)

##### *Alumni*

- John Hove (Greatwide Logistics Services – Tulsa, USA)
- John Jennings (Eastman Chemical, Brussels)
- David Thomson (Weedman, Halifax)
- Ken MacLean (The Municipal Group of Companies – Halifax)
- Hannu Krogerus (Hannu Krogerus Oy – Mgmt. Consulting - Helsinki)
- Rahul Krishna (Ericsson – Delhi, India)
- Samer Pharaon (Microsoft – Saudi Arabia)
- Mohamed El Roubi (GE Energy - UAE)

## TAG Alliances Status

### TAG Alliances Totals

**Countries: 95**  
**Total Firms: 272**  
**Total Offices: 581**

| Region                               | Members              |
|--------------------------------------|----------------------|
| Asia Pacific                         | 37                   |
| Europe                               | 80                   |
| Latin America                        | 51                   |
| Middle East/Africa                   | 25                   |
| North America                        | 79                   |
| <b>TOTAL FIRMS</b>                   | <b>272</b>           |
| <b>Estimated Total Revenue</b>       | <b>\$3.5 Billion</b> |
| <b>Estimated Total Professionals</b> | <b>14000</b>         |

### The TAG Alliances™ Combined Global Reach



**93**

Countries



**261 / 533**

Firms / Offices



**14,000**

Professionals



## Conferences & Meetings

## Conferences & Meetings

### Future International Conferences



**Miami Beach, Florida,**  
Fontainebleau  
(May 5-7, 2014)

**Bangkok**  
(October 20-22, 2014)

**Edinburgh**  
(Spring 2015)

## Conferences & Meetings

### Recent Regional and Specialty Group Meetings

#### Midwest Regional

June 21-22, 2013 – St. Louis, MO, USA  
Host Firm: Spencer Fane Britt & Browne LLP

#### AILA Immigration Specialty Group Breakfast

June 26, 2013  
Host Firm: Ryan Swanson & Cleveland

#### Asia-Pacific Regional

August 25-26, 2013 – Kuala Lumpur  
Hosts: Zul Rafique & Partners (Malaysia – TAGLaw) and ACT Partners (Malaysia – TIAG)

#### Central American Regional

November 15-16, 2013 – Guatemala  
Host Firm: QIL Abogados

### Future Regional and Specialty Group Meetings

#### Member Benefit Series Teleconference

November 20<sup>th</sup>, 12:30PM EST

#### Central American Teleconference

January 15<sup>th</sup>, 11:00AM EST

#### European Regional 2014

March - Bucharest, Romania  
Host Firm: Musat & Asociatii

#### Southeast United States 2014

March – Dallas, TX USA  
Host Firm: Munsch, Hardt, Kopf & Harr

#### Western Regional United States 2014

March 14-15 - Portland, Oregon  
Host Firm: Black Helterline

#### Midwestern Regional United States 2014

Date: TBD  
Host Firm: Carlile Patchen & Murphy

## Conferences & Meetings

### Miami Agenda

**TAG Alliances International Conference**  
Miami, Florida | May 5-7, 2014

#### MONDAY, May 5

|                        |                |
|------------------------|----------------|
| 8:00 a.m. – 10:00 a.m. | Registration   |
| 4:30 p.m. – 6:30 p.m.  | Registration   |
| 6:30 p.m. – 7:30 p.m.  | Cocktails      |
| 7:30 p.m. – 10:00 p.m. | Welcome Dinner |

#### TUESDAY, May 6

|                       |         |
|-----------------------|---------|
| 9:00 a.m. – 9:15 a.m. | Welcome |
|-----------------------|---------|

|                        |   |
|------------------------|---|
| 9:15 a.m. – 10:30 a.m. | <b>Not Your Father's Latin America: the Hot Spots, Lots More Cool Ones, and the Sleepers</b><br><i>Ambassador (ret.) John F. Maisto</i> |
|------------------------|---|

As the former U.S. ambassador to the Organization of American States, Venezuela, and Nicaragua, Ambassador Maisto knows that Latin America is a region of thriving market economies and predominantly western-style governments. Free trade agreements have resulted in trade and investment opportunity. Miami is the perfect place to hear about the new Latin America: current exciting markets, future trends, what to know and what to watch for.

# TAG Academy

## TAG Academy



### Professional Skills Course

**NOVEMBER 14-15, 2013**

Vinoy® Renaissance Resort & Golf Club  
St. Petersburg, Florida

*Learn more at [www.SkillsCourse.TAGLaw.com](http://www.SkillsCourse.TAGLaw.com)*



## TAG Academy



**March 6-7, 2014**  
St. Petersburg, Florida

*"Refreshing and different."*

*"Terrific again."*

*"Time Well Spent."*

—Past Attendees

## TAG Academy

### Member Benefit Series

- Complimentary to all Members
- Topics: Marketing, Technology, Practice Management and Managing Partners

### TAG Member Benefit Series Calendar

- **November 20, 2013 – Marketing Focus**
  - Topic: From LinkedIn to Link-Building: SEO, Digital & Online Marketing
  - Presenter: Ross Fishman of Fishman Marketing
- **December 18, 2013 – IT Focus**
  - Topic: Going Mobile
  - Presenter: Chris Cervellera



**FISHMAN**  
MARKETING

## Branding, Marketing & Website

## Branding, Marketing & Website

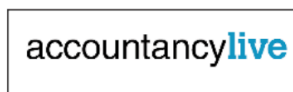
### Rankings in Leading Publications



Ranked 3rd Alliance for 2013



"Elite" Network for 2013



Ranked 12th Among International Networks and Associations for 2013

## Branding, Marketing & Website

### Rankings in Leading Publications

#### Accountancy Age

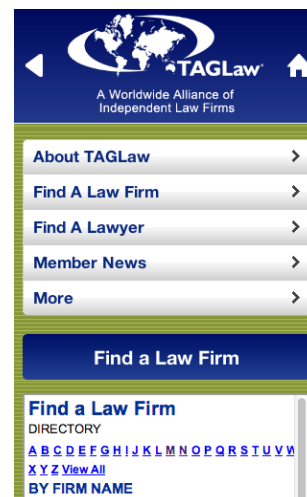
##### ASSOCIATIONS AND ALLIANCES BY FEE INCOME

|    | INTERNATIONAL ORGANISATION   | LATEST COMBINED ANNUAL TOTAL INCOME (\$M) | PREVIOUS YEAR'S INCOME (\$M) |
|----|------------------------------|---|------------------------------|
| 1  | GGI                          | 4,386                                     | 4,287                        |
| 2  | Praxity Global Alliance      | 3,721                                     | 3,688                        |
| 3  | The TAG Alliances            | 3,025                                     | 2,900                        |
| 4  | Leading Edge Alliance        | 2,769                                     | 2,590                        |
| 5  | PrimeGlobal                  | 2,029                                     | 2,036                        |
| 6  | AGN International            | 1,603                                     | 1,490                        |
| 7  | MSI Global Alliance          | 1,420                                     | 1,390                        |
| 8  | BKR International            | 1,330                                     | 1,360                        |
| 9  | DFK International            | 1,083                                     | 1,089                        |
| 10 | IAPA                         | 1,057                                     | 1,008                        |
| 11 | Morison International        | 723                                       | 712                          |
| 12 | CPA Associates International | 643                                       | 640                          |

## Branding, Marketing & Website

### Website Updates

- Content Submission Upgrade
- Specialty Group Upgrade
- Website Redesign Scheduled for 2014
- Mobile Website



## Branding, Marketing & Website

### Member Videos



## TAG Foundation



*"To be doing good deeds is man's most glorious task."*

—Sophocles

### Global Generosity

With advice from a committee of advisors and from members in affected areas of the world, TAG Foundation funds, contributed by The Appleton Group, Inc. and by members of the TAG Alliances, provide aid to people around the world, most often in response to natural or other disasters.

With over 250 firms in more than 90 countries around the world, the impact that members of the TAG Alliances can make through the TAG Foundation is substantial. While member firms are charitable in their local jurisdictions, often they do not have a trusted outlet to respond to needs elsewhere.

### A History of Giving

Members of the TAG Alliances have a strong history of responding to human needs, having donated over \$150,000 to charities that provided support to victims of catastrophic events.

### How to Contribute

#### Mail checks payable to "TAG Foundation" to:

The Appleton Group, Inc.  
150 2nd Avenue North  
Suite 710  
St. Petersburg, FL, USA 33701

#### Wire Transfer:

Please contact Jacky Breeden for wire transfer information at [jacky@taglaw.com](mailto:jacky@taglaw.com), [jacky@tiagnet.com](mailto:jacky@tiagnet.com), [jacky@tag-sp.net](mailto:jacky@tag-sp.net) or +1 727 895 3720.

The TAG Foundation has been approved as exempt from taxation under 501(c)(3) of the U.S. Internal Revenue Code and contributions are tax deductible to the extent permitted by law. We are in the process of seeking similar exempt status in Europe. (Florida Registration #CH32002)

## Maximizing Your TAGLaw Membership

### Maximizing Your TAGLaw Membership

#### Using TAG Alliances To Grow Your Firm

- Simply being a member of TAGLaw (and by association TIAG) is likely to aid growth in any firm, even those who rarely use it

#### **BUT**

- How can you use TAGLaw to **really** help grow your firm?

## Maximizing Your TAGLaw Membership

### What do they all have in common?

Herrick, Feinstein LLP  
(New York, New York, USA)

**H E R R I C K**  
Committed to Your Success.

Aubyn/Triplet & Associates  
(France)

**Triplet & Associés**  
FRENCH ATTORNEYS AND COUNSELORS AT LAW

Germus & Partners (Hungary)

**GERMUS & PARTNERS**  
ATTORNEYS AT LAW

Mercer & Hole  
(London, England - TIAG)

**mercerc & hole**  
chartered accountants

## Maximizing Your TAGLaw Membership

### Three Essentials

- Get to know fellow members
  - International Conferences (Spring & Fall) and Regional Meetings
  - Research parallels with other members (Practice & Industry Areas) or where your clients have interests: [www.TAGLaw.com/firms](http://www.TAGLaw.com/firms)
- Have a good website
  - Assume every potential client will look at your website
  - Incorporate TAGLaw
  - Must be in English
  - Helpful to have other languages
- Market to clients, other members and your own staff

## Maximizing Your TAGLaw Membership

### Get to Know Fellow Members

Research parallels with fellow TAGLaw **and** TIAG members (Practice & Industry Areas) or where your clients have interests

- Symbiotic possibilities in working with accountants
- Meeting both the financial and accounting needs of the same client
- Great referral possibilities



## Maximizing Your TAGLaw Membership

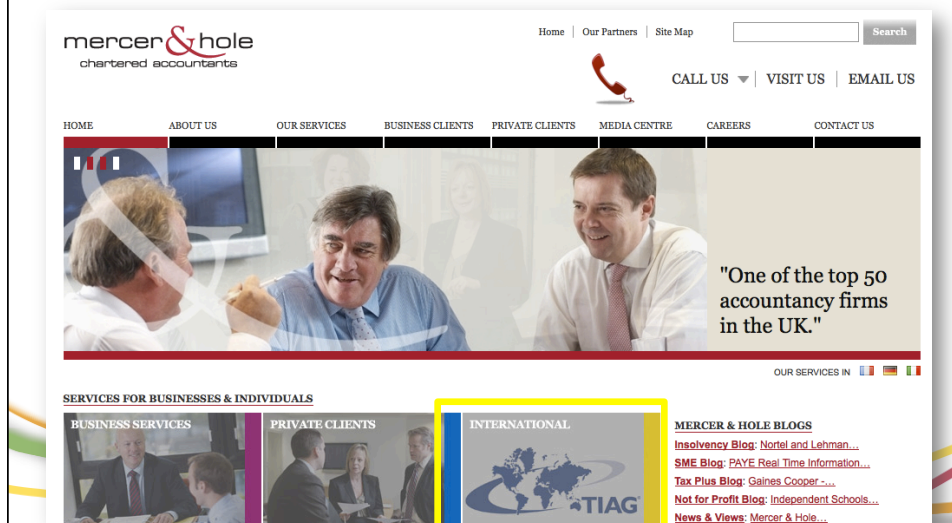
### Have a good website

- ▶ Quick Facts
- ▶ The Attorneys
- ▶ TAGLaw®
- ▶ BMC News
- ▶ Leadership

Belin McCormick is a member of the TAGLaw® worldwide alliance of independent law firms. TAGLaw® is an international alliance of 140 independent law firms that aims to provide their clients with high-quality legal services around the world. It operates on the principles of transparency of business terms, regular client communication, exceptional quality and the provision of timely and cost-effective service. TAGLaw® member firms are chosen for their legal reputation and their ability to understand their own unique legal cultures. The TAGLaw® membership consists of more than 7,500 lawyers in nearly 100 countries. Watch the 3-minute [Impact Video™](#) that explains our firm's broad reach. More information about the TAGLaw® can be found on the [alliance's website](#).

## Maximizing Your TAGLaw Membership

### Have a good website



## Maximizing Your TAGLaw Membership

### Market to Clients, Members and Staff

- Promote your membership to all clients
- Help us to promote you to all members
- Develop an in-house TAGLaw team
- Meet regularly to develop promotional ideas



## Maximizing Your TAGLaw Membership

### Results

- Retain and develop existing clients
- Enhance your reputation
- Win new work



### Central American Regional Meeting

**Antigua Guatemala**  
November 15-16, 2013