

# SPEAKERS



## Darryl Cross

*Vice President, Client Profitability; LexisNexis*



Darryl Cross joined LexisNexis in 2004 and visits over 300 law firms a year around the world to collect and share best practices in law firm profitability and growth strategies. Previously, he directed strategy for all of the LexisNexis client development offerings including client relationship management (CRM) and competitive intelligence systems.

Darryl's direct experience in professional service organizations includes his service as the Chief Marketing Officer and member of the Executive Committee of a law firm. During his tenure, he was awarded one of the most prestigious national awards in legal marketing, the Marketing Partner Forum's Excellence in Marketing Award, for "Creating a Sales Culture at a Law Firm." He was also a finalist for the 2003 U.S. Marketing Director of the Year and 2004 Marketing Initiative of the Year.

Darryl is a member of the Legal Sales and Service Organization (LSSO) and serves on their Board of Editors. He is a former member of the Board of Directors for the Chicago and Mid-Atlantic chapters of the Legal Marketing Association (LMA). Darryl was also recently named to the faculty and is a regular speaker for the Professional Business Development Institute.

The majority of Darryl's time is spent collecting and sharing best practices with hundreds of the world's leading law firms and using his formal training as an M.B.A. to provide business analysis that helps them grow.

He is also a Certified Personal Trainer and Performance Enhancement Specialist through the National Academy of Sports Medicine, which brings a unique philosophy and style to how he assists organizations to compete at the highest level.

Darryl has spoken to over 10,000 fee earners and business professionals from over 100 countries. He is an internationally known author and dynamic speaker on best practices in the subjects of strategic marketing, leveraging relationships, social networking, client development and competitive intelligence.

In short, Darryl helps organizations turn ideas, aspirations and intentions into actual results.

## Melinda Guillemette

*President; Melinda Motivates*



Since 1991, Melinda has been helping business people find, create and sustain relationships by communicating more effectively. In working with Melinda, people learn to communicate intentionally, authentically and clearly.

Speaking, facilitation and training are her passions. Part humorist, part educator and part group therapist, her style is relaxed, witty and informative.

Melinda has worked with the American Institute of Certified Public Accountants (AICPA) Marketing Forum, the Conference for the Association of Accounting Marketing on several occasions, The International Accounting Group, TAGLaw/TIAG, CPAmerica, and a host of businesses, law firms, and public accounting firms.

She is a contributing author to the 2010 AICPA publication, *Bull's-Eye! The Ultimate How-To Marketing & Sales Guide for CPAs*. In 2004, Melinda was inducted into the Association of Accounting Marketing Hall of Fame. She is also a member of The Appleton Group's Advisors Bureau, providing consulting and counsel to member lawyers and CPAs.

For over a decade, Melinda played an integral role in the growth and success of a leading New Mexico public accounting firm. During her tenure, the organization grew from \$700,000 to \$11 million in annual revenues, and from 12 to 110 employees. She guided the firm's marketing and communication efforts through two mergers and one acquisition...and lived to tell the story.

Through the enhanced communication skills Melinda teaches, professionals develop the business they want and organizations operate more smoothly and profitably. Leaders, managers, and employees are motivated to find their individual voices and more accurately hear the messages around them. The result is successful human interaction, healthier organizations and greater joy.

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## John Remsen, Jr.

*President; TheRemsenGroup*



John Remsen, Jr. is a nationally recognized speaker and author on law firm marketing topics.

He has been a featured speaker at over 100 national and regional conferences of the Legal Marketing Association (LMA), the Association of Legal Administrators (ALA), and numerous state and local Bar associations. In addition, he has been chosen to moderate dozens of panel presentations – often featuring managing

partners and/or general counsel—for these and other organizations.

His articles have appeared in such well-respected publications as *ABA Journal*, *Asian Lawyer*, *For the Defense*, *Legal Management*, *Marketing for Lawyers*, *Marketing the Law Firm*, *Managing Partner*, *Rainmaker's Review*, *Florida Bar News*, *Florida Lawyer*, *Lawyers Weekly*, *New York Law Journal*, *Texas Lawyer* and *Wisconsin Lawyer*.

John has served on the national Board of Directors of the Legal Marketing Association (LMA) and was President of its Southeastern chapter for three years. In addition, he was Executive Editor of *Strategies*, LMA's monthly newsletter.

A native of West Palm Beach, Florida, John holds an MBA degree from The University of Virginia (1985) and a Bachelor's degree in Business Administration from the University of Florida (1980).

## Larry S. Rotstein, B.Sc., CA, TEP

*Partner; Rich Rotstein Chartered Accountants*



Larry S. Rotstein has been a partner with Rich Rotstein (Toronto, Canada) and its predecessor firms for the past 15 years. His area of practice focuses on taxation and the needs of public companies, and owner managed and family owned businesses.

Among his many duties as partner in Rich Rotstein, he is also editor of the *Owner Manager*, a quarterly newsletter dealing with

business, legislative and financial planning issues affecting entrepreneurs and businesses.

Larry graduated from the University of Toronto and will provide us with a unique perspective of the Toronto area and the country of Canada in his session *How to do Business in Canada*.