



# **TAGLaw Conference Vancouver, Canada**



**May 15-17, 2006**



# **TAGLaw Spring Conference**

**Vancouver, British Columbia, Canada**

**May 15-17, 2006**

***All meetings will be held in Salon 1 unless otherwise indicated***

**Conference moderator: Peter Appleton Jones**

**DRESS: Business Casual**

Note: Several sessions may qualify for CLE/CPD credits

## **Monday, May 15**

**9:00 a.m. – 12:00 TAGLaw Advisory Board Meeting (Cowichan)**

**9:30 – 1:00 Early Bird Tour: Everyone Welcome**  
Guests and members meet in the hotel lobby for a visit to the famous and thrilling Capilano Suspension Bridge.

**9:00 – 5:00 TAGLaw Conference Registration**

**3:30 – 5:30 Harper Grey Reception**  
Visit TAGLaw member Harper Grey LLP's offices and enjoy one of the most spectacular views in Canada from their 32nd floor offices overlooking the North Shore Mountains, English Bay, Stanley Park, the Gulf Islands, Burrard Inlet and Mount Baker.

**6:30 Welcome Cocktail Party (Currents Restaurant)**

**7:30 Dinner (Stanley Park Ballroom)**

## **Tuesday, May 16**

- 7:30 a.m. – 9:00**      **Buffet Breakfast – Guests Included (Seawall Bar & Grill)**
- 10:00 – 3:00**      **Tour for Guests:** Please meet in the hotel lobby to depart for the Bowen Island Day Trip. Lunch will be included and return time is estimated at 3:00 p.m.
- 8:45**      **Welcome to Vancouver**  
*John Brown, Managing Partner; Harper Grey; Canada: Vancouver*
- 9:00**      **Entrepreneurial Lawyering**  
*Moderator: John Jennings; Spencer Fane Britt & Browne; USA: Missouri*  
There are a host of strategies that can be used to increase your firm's revenue. From contingency fees to value billing and many points in between, TAGLaw members share some of the most entrepreneurial ways to grow your business.
- 10:00**      **Break**
- 10:30**      **Attorney's Rights: How Privileged Are You?**  
*Moderator: Jim Shaker; Ryan Swanson & Cleveland; USA: Washington*  
A number of privileged relationships exist – patient/doctor, priest/penitent, and attorney/client. But how absolute is privilege and under what circumstances can it be invoked? Does a privilege in one country extend to another? Our TAGLaw panel examines this important concept as it applies to lawyers and their clients in jurisdictions worldwide.
- 11:30**      **Olympic Sized Opportunities**  
*Vancouver Olympic Organising Committee, Tier One Sponsors, Harper Grey; Canada: British Columbia*  
Millions of people across the world will watch athletes vie for the Gold at the Olympic Games in Beijing in 2008 and in Vancouver in 2010. And while they watch, sponsors from all over the world will compete for their attention. There is a good possibility that some sponsors are TAGLaw clients, or could be, with the proper preparation. TAGLaw's Vancouver member, Harper Grey, brings some of the key players in Olympic Opportunities to the TAGLaw conference to show how you can secure Olympics-related business in your own country.
- 12:30 p.m.**      **Lunch – (Salon 3 and Cypress)**

**2:00 p.m.**

**The Booming Business of Biotechnology: Opportunities For TAGLaw**

*Moderator: Barbara Rummel, Lindquist & Vennum; USA: Minnesota*

Mounds of money are piling into the Biotechnology industry and many communities and countries around the world are seeking to be the next “Silicon Valley”. With the growth of this industry is coming cutting edge legal work. Select TAGLaw firms have developed advanced practices in this area and are taking early leadership positions in the legal field. Our panel will reveal ways in which TAGLaw firms can grow their current Biotechnology practice, tap into the expertise of their TAGLaw colleagues or establish new practices altogether.

**- OR -**

**Leaders Of Tomorrow**

*Presented by Berger Singerman; USA: Florida*

Berger Singerman operates under the premise that business development is the shared responsibility of all attorneys - even young associates. So in addition to providing associates with formal sales training, the firm has created unique opportunities for associates to establish leadership roles for themselves in the community and to build powerful network groups for the future. This session will explore how the firm's associates build contacts with the community's future leaders in the legal, accounting, business, and other critical market sectors while at the same time finding new business for the firm.

**3:00**

**Break**

**3:30**

**Networking Roundtables**

The networking roundtables have been successful sessions in previous conferences and we bring them back again in Vancouver, this time with some new variations.

**4:45**

**TAGLaw Progress Report**

Peter Appleton Jones & TAGLaw Advisory Board

- Growth & Health of the Network
- China
- Marketing Progress
- “Dublin Calling” – *Ed Butler, LK Shields Solicitors, Ireland*

**5:15**

**Close**

**6:15**

**Gala Dinner Event**

## **Wednesday, May 17**

### **Combined TAGLaw/TIAG Day with Joint and Breakout Sessions**

**7:30 a.m. – 9:00      Buffet Breakfast – Guests Included (Seawall Bar & Grill)**

**9:00                      Getting Personal About Differentiation**

*Gerry Riskin, Edge International*

Differentiation is not only possible but essential to attracting and maintaining your choice in clients and work. This session will explore the strategies and skills that will help you effectively differentiate, and how leveraging the personalities of your people can make the biggest impact. Differentiation will enhance client satisfaction as well as reduce fee resistance.

**10:00                      Break**

**10:30                      SPECIALTY GROUPS**

**1. Assurance Specialty Group (President)**

Co-chairs: Paul Webster; Mercer & Hole; England  
Richard Avril; Burr, Pilger & Mayer; USA: California

**2. Corporate Law and M&A (Salon 1)**

Co-chairs: Alexander Lourie; Barack Ferrazzano Kirschbaum  
Perlman & Nagelberg; USA: Illinois  
Enrique A. Gonzalez Calvillo; Gonzalez Calvillo; SC: Mexico;  
Philip Jenkinson; Triplet & Associés; France

**3. Corporate and Personal Tax (Boardroom)**

Co-chairs: Kerri O'Connell; Hamill Spence O'Connell; Ireland  
Larry Hamilton; Hughes, Pittman & Gupton; USA: North Carolina

**4. Employment & Labor Law (Director)**

Co-chairs: Michael Sippitt; Clarkslegal; England  
Larry Drapkin; Mitchell, Silberberg & Knupp; USA: California

**5. Energy (Salon 2)**

Co-chairs: John Hove; Conner & Winters; USA: Oklahoma  
Jens Brede; Kvale & Co.; Norway

**6. Environmental (Salon 2)**

Co-chairs: Simon Thorne; Clarkslegal; England  
Randall Lutz; Hodes, Ulman, Pessin & Katz; USA: Maryland

**7. Forensic Accounting & Litigation Support (Salon 2)**

Co-chairs: Nick Fail; DTE Group; England  
Paul Pershes; RosenfarbWinters; New Jersey

**8. Insolvency and Secured Transactions (Arbutus)**

Co-chairs: Deborah S. Grieve; Blaney McMurtry; Canada  
Robert Sattin; Reid and Riege; USA: Connecticut

**9. IP & IT (Fir)**

Co-chairs: Berne Broadbent; Kirton & McConkie; USA: Utah  
Mark Thomas; Maupin Taylor; USA: North Carolina  
Gábor Germus; S. B. G. & K.; Hungary

**10. Litigation and Alternative Dispute Resolution (Chairman)**

Co-chairs: Chris L. Gilbert; Boulton, Cummings, Connors &  
Berry; USA: Tennessee  
Jonathan Lloyd-Jones; Blake Lapthorn Linnell; England  
Alex Lever; Nysingh advocaten – notarissen; Netherlands

**11. Life Sciences (Capilano)**

Co-chairs: Barbara Rummel; Lindquist & Vennum; USA: Minnesota

**12:15**

**Lunch**

**2:00**

**Buying and Selling Distressed Businesses Around the World**

*TAGLaw & TIAG Panel*

Panelists from jurisdictions worldwide will be presented with scenarios of companies that find themselves in various states of financial distress. Each panelist will discuss the different decisions/considerations that the boards of directors in their jurisdiction might undertake to resolve the crisis.

**- OR -**

**Growth Strategies: Branding Your Firm To Attract and Retain Clients**

*Paula Black; President, Paula Black & Associates*

This thought-provoking session examines effective ways to build your firm's brand, enhance your client base and attract profitable business. It will answer your questions about branding, particularly solutions of greatest benefit to small to mid-sized firms. Participants will examine issues such as shortening a firm's name, exploring points of differentiation in the market and the merits of various business development efforts.

**3:15**

**Networking Tour – The Storyeum**

Enjoy this opportunity to network at one of Vancouver's most entertaining venues. The Storyeum is a 65 minute live theatrical adventure that takes you on an entertaining journey through British Columbia's dramatic past.

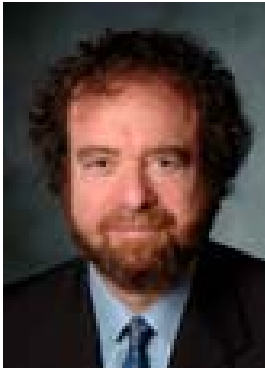
**5:00**

**Tour Ends, Return to Hotel**

**6:15**

**Optional Dinner Event – *Magic Charm* Dinner Cruise**

## GUEST SPEAKERS



**Gerry Riskin**  
**Co-Founder, The Edge Group**  
**Edge International**

Gerald Riskin is a Canadian lawyer and Business School graduate with a global reputation as an author, management consultant and pioneer in the field of professional firm economics and marketing. After winning two Queen Elizabeth Scholarships, he practiced law from 1973, in 1979 becoming a partner with one hundred-year-old Emery Jamieson and then in 1984 becoming the Managing Partner of Snyder & Company with offices in Canada and Hong Kong. Gerry was consistently one of the top three rainmakers in his firm and quickly began to develop a reputation which led to a demand for his abilities to teach others to do the same.

In 1983, Gerry co-founded The Edge Group with Patrick McKenna which in January 2001, evolved into Edge International, of which Gerry is a principal and now tops the list in a survey depicting the most popular marketing consultants by major U.S. firms.

Gerry authored *Herding Cats* and *beyond KNOWING*, both of which have become management best-sellers.

A popular facilitator, teacher and retreat speaker, Gerry is a widely recognized expert on managing professional service firms, described by The Financial Post as "Canada's professional firm management and marketing guru, with a client base stretching from Britain to the United States.



**Paula Black**  
**President**  
**Paula Black & Associates**

Paula Black, President of Paula Black & Associates, launched her marketing and graphic design firm more than 19 years ago. Her unique approach to an ever-growing demand for creative solutions to business objectives is to offer powerful concepts and innovative visuals. The foundation of Ms. Black's marketing philosophy is that great design is much more than just visual appeal; at its best, it is a problem-solving process that defines goals, creates strategies and moves forward to a successful completion. This philosophy has garnered an impressive roster of clients in a variety of industries throughout the United States and in Latin America.

The branding and positioning of professional service firms has emerged as one of the strengths of Paula Black & Associates. Ms. Black has advised law firms for years and is a frequent speaker on the subject as well as author of "The Little Black Book On Law Firm Branding and Positioning." She has assisted numerous firms in everything from designing memorable logos and concise marketing materials to dealing with the sensitive subject of shortening a firm's name. Over the years, Paula Black has worked with firms of all sizes, ranging from two attorneys to more than 1,000. Yet, her focus always remains the same: to aid firms in separating themselves from their competitors and achieving the growth they desire through powerful branding.



## EVENING EVENTS

### MONDAY, MAY 15

#### **Welcome Cocktails and Dinner**

It has been months since the last conference, and many of you are eager to reunite with fellow TAGLaw members. This night is sure to build momentum for the days to come. TAGLaw Members and Guests together will spend the evening over cocktails and fine dining at the Westin Bayshore Resort and Marina.

Cocktails will be held at the Current Restaurant and Pool and Garden Area. Then dinner will be served in the Stanley Park Ballroom. Don't miss the kick-off to what is sure to be a valuable TAGLaw Conference.

Price for guests – \$80  
Cocktails begin at 6:30 pm  
Dinner 7:30 pm

### TUESDAY, MAY 16

#### **TAGLaw Members and Guests are invited to a Gala Dinner at The Station**

Welcome to The Station! Designed by Christopher Bozyk Architects Ltd., the integrity of the classic vintage rail building has been maintained restoring it to its former glory – combining a nostalgic feeling with contemporary design. The external structure and brick facade remains intact and the buildings interior retains the cavernous feel of the large urban rail stations of decades earlier with its open concept and vaulted ceilings. All materials selected in the interior design, such as the rock veneer and cedar battens, reflect the natural beauty of the Canadian Rockies in their color and texture.



Price for guests – \$190  
Meet in the hotel lobby at 6:15 p.m.

### WEDNESDAY, MAY 17

#### **Optional: Dinner Aboard the Magic Charm**

All aboard the Magic Charm! End your conference experience with a beautiful evening on the pristine waters of Vancouver. Members and guests will embark directly off the docks of the Westin Bayshore Resort and Marina. Enjoying cocktails and dinner on the water, you will be immersed in the surrounding beauty of Vancouver's breathtaking skyline.

Price for members and guests – \$120/each  
Time of departure – 6:15 p.m.





## TOURS AND EXCURSIONS

### MONDAY, MAY 15

#### Early Bird Tour – Capilano Discovery



The Capilano Suspension Bridge offers a mix of adventure, history and culture making this Vancouver tourist attraction an experience unique to British Columbia. This exhilarating tour commences with a brief drive through world

famous Stanley Park and over the Lions Gate Bridge which arches over the entrance to Vancouver's Inner Harbour.

Once over the bridge, you can experience the thrill to walk across the world's longest suspension footbridge swaying 230 feet above the white water in the gorge below. Once you have traveled across this suspension bridge you walk with the birds along a connection of seven smaller suspension bridges linked to the trees. Guests will have lots of time to take pleasure in the fabulous gift shop and surroundings while also enjoying coffee and cookies before departing to the hotel.

Bus departs the hotel lobby at 9:30 a.m.  
Arrive back to the hotel at 1:00 p.m.  
Price for members & guests – \$65/each

### TUESDAY, MAY 16

#### Bowen Island Day Trip

The day begins with a short ride to Horseshoe Bay, a charming seaside village. Here guests will transfer via BC Ferry to Bowen Island, a unique community just five minutes away from the mainland. Upon arrival at the island's Snug Cove, guests will embark on a guided tour of the nature of Bowen Island. Bowen Island offers some of the most beautiful hiking trails found anywhere in British Columbia. After the tour, guests will enjoy an upscale outdoor picnic lunch, served with real glassware & china in a nature setting.

Depart 10 a.m. – Return 3 p.m.  
Price for guests – \$165

### WEDNESDAY, MAY 17

#### Stanley Park and Granville Island Excursion

Experience the diverse sights and sounds of Vancouver with a private guide!

The tour commences in world-famous Stanley Park, a 1,000 acre oasis close to downtown Vancouver. Follow the winding seawall past picturesque yacht clubs, historic totem poles and the Brockton Point Lighthouse with its view of the pulsating tidal waters of the Inner Harbour – the arch of the Lions Gate Bridge frames the snow capped Lions Peaks beyond. Continuing, the group enters the forest at Prospect Point, exits at the tidal flats of English Bay and arrives at sandy Sunset Beach.

After spending some time in Stanley Park we continue on to Granville Island. Located on the south side of False Creek under the Granville Street Bridge, Granville Island's Public Market, with its festive atmosphere



and street entertainers, offers fresh produce, seafood and meats along with flower shops and an ethnic food fair. We will take time to browse the shops and stroll through the market. We will then enjoy a delightful lunch at the highly acclaimed Dockside Restaurant.

Depart 9:00 a.m. – Return 2:30 p.m.  
Price for guests – \$85

### WEDNESDAY, MAY 17

#### Members and Guest Storyeum Tour

Storyeum is a theatrical presentation of British Columbia's dramatic history. Descend in one of the world's largest passenger lifts and take a guided tour through a series of unique underground theaters.

Depart 3:15 p.m. – Return 5:00 p.m.  
Price for guests – \$45

## **TAGLaw CONFERENCE COST SUMMARY**

### **MEMBERS.**

### **COST.**

Conference	\$1,395
Monday: Early Bird tour of Capilano Suspension Bridge	65
Wednesday: Optional Dinner Cruise on Magic Charm	120

### **GUESTS**

Monday: Early Bird tour of Capilano Suspension Bridge	65
Monday: Welcome Cocktails & Dinner	80
Tuesday: Bowen Island Tour & Lunch	165
Tuesday: Gala Dinner	190
Wednesday: Stanley Park & Granville Island & lunch	85
Wednesday: Join Members on a pm visit to the Storyeum	45
Wednesday: Optional Dinner Cruise on Magic Charm	120

