

An Exclusive Invitation for  
**Law Firm Chief Executive Officers and  
Chief Operating Officers**  
From

**SMOCK•STERLING**  
*Strategic Management Consultants*

Smock Sterling Strategic Management Consultants invites you to attend our  
*Law Firm CEO/COO Roundtable*  
To be held on  
*June 15<sup>th</sup> and 16<sup>th</sup>, 2006*  
Hosted at the Ambassador East Hotel  
in Chicago, Illinois

This roundtable will be a focused and facilitated discussion of the major issues facing legal management in 2006. The discussions will focus on “*real-world*” issues and their solutions based upon research conducted by Smock Sterling of law firm CEOs and COOs specifically for this roundtable.

The day and one-half session will be a combination of larger and small group structured discussions, presentations and deliberations encouraging each attendee to ask questions and identify solutions for his or her unique firm situation.

Discussion topics include:

- ***Lessons from the Merger Front*** – Providing a forum for law firm leaders to share insights and experiences relative to managing the merger process effectively (what works and what does not work)
- ***Aligning Partner Compensation with Firm Strategy*** – A discussion of best practices that ensure that partners are rewarded for the behaviors and performance that are most valuable and important to the firm
- ***Driving Profit Growth Over the Short and Long Term*** – An exchange of Smock Sterling’s findings regarding profit management and the unique experiences of law firm CEOs and COOs in growing profitability
- ***Managing Under-Productive Partners*** – Highlighting practices that enable firms to “turn around” lagging performers; address unacceptable, countercultural behavior; and counsel partners professionally and diplomatically
- ***Business Development and Marketing in a Competitive Marketplace*** – Sharing real world strategies and tactics proven to work in capturing new client relationships that fit and extend the firm’s strengths and capabilities

## DETAILS

The Roundtable will begin at 9am on Thursday June 15, 2006 with a full day of presentations, large group and small group discussions. An informal dinner in Chicago's famed Pump Room will follow the day's meeting and attendees are encouraged to bring a guest to dinner. The discussions will resume on Friday at 8:30am and conclude with lunch - freeing participants to catch a reasonable flight home or enjoy Chicago for a beautiful June weekend.

## REGISTRATION

\$2,900 per person or \$2,500 per person if more than one person from the same firm attends. Tuition includes hotel accommodations Thursday evening and all meals throughout the conference with significant others welcome.

Registrations accepted by phone, fax, email or mail and are due by Wednesday, June 7<sup>th</sup>.

PHONE: (800) 809-0542      FAX: (847) 615-9550      EMAIL: [Smock\\_Sterling@smocksterling.com](mailto:Smock_Sterling@smocksterling.com)

### MAIL:

Smock Sterling Strategic Management Consultants  
900 North Shore Drive, Suite 256  
Lake Bluff, IL 60044

Cancellation Policy: Cancellations are accepted and fees will be refunded (minus a \$250 processing charge) if notice is received three weeks prior to the roundtable. If cancellation occurs less than three weeks prior to the scheduled date, a credit will be issued toward the cost of attending a future conference. All requests for cancellations or substitutions must be received in writing and can be faxed to Smock Sterling at (847) 615-9550.

If for any reason Smock Sterling cancels a conference, it is not responsible for travel, hotel accommodations, or other costs incurred by the registrants.

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Payment is due in full by check within two weeks of your reservation.

If registering less than three weeks prior to event please contact our offices at (800) 809-0542. Please make checks payable to Smock Sterling Strategic Management Consultants.

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_