



July 2011

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Welcome to our July issue.

So far, it's been a busy summer at The Managing Partner Forum. We're presenting the **The First 100 Days: Master Class for the New Managing Partner** on July 21st and we've been working behind the scenes to launch an **MPF LinkedIn Group**.

We've also appointed three new members to serve on the **Forum Advisory Board**, and we're planning a national **MPF Fall Leadership Conference** in October. Stay tuned for details.

In this month's newsletter, we feature a brand new book - **Serving at the Pleasure of My Partners: Advice for the New Firm Leader** - co-authored by two MPF faculty members, as well as a few new articles.

This month's **MPF Flash Survey** reveals that firm leaders are not exactly "gung ho" when asked to forecast their firm's performances in today's sluggish economy.

As always, we encourage you to forward this newsletter to others at your firm.



**John Remsen, Jr.**  
President and CEO

## ANNOUNCING THREE NEW ADVISORY BOARD MEMBERS

### **MPF Appoints Three New Members to Forum Advisory Board**

As we continue our geographic expansion, we are pleased to welcome three managing partners from the Northeastern US to the Forum Advisory Board. They are:

**Peter Marlette** - Managing Partner  
Damon Morey - Buffalo, New York

**David Surprenant** - Managing Partner  
Mirick O'Connell - Worcester, Massachusetts

**Vince Valenza** - Managing Principal  
McNamee Lochner Titus & Williams - Albany, New York

The Advisory Board provides input and direction to help us present the best programs possible. The Board consists of leaders of some of the most successful law firms in America, and we strive to select a diverse group based on geography, firm size, practice mix and other considerations. [Click here](#) to see our current Advisory Board.

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**SAVE THE DATE: Web Seminar on LinkedIn**

**Tuesday, September 13th - 12:00pm EDT**

**Cool Coaching:  
LinkedIn 101 for Law Firm Managing Partners**  
(or Everything You Wanted to Know about LinkedIn, but Were Afraid to Ask!)

LinkedIn has emerged as the leading social networking site for lawyers and other professionals. Many younger lawyers have created robust profiles, established hundreds of online connections, and are starting to actively participate in virtual groups consisting of like-minded professionals. We think the time has come for managing partners to check it out, and consider taking the leap.

We've partnered with [Hellerman Baretz](#), a leading Washington, DC-based public relations firm, to present a complimentary Web seminar designed especially for law firm managing partners on social networking, in general, and LinkedIn, in particular.

Stay tuned for details.

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**NEW BOOK: Serving at the Pleasure of my Partners**

***Serving at the Pleasure of My Partners:  
Advice for the New Firm Leader***  
by *Brian K. Burke, Esq. and Patrick J. McKenna*

If we've heard it once, we've heard it 1,000 times. Leading a law firm is by no means an easy task...and they certainly didn't teach you much about it on law school. Thank goodness for MPF faculty members Brian Burke and Patrick McKenna, who have once again joined forces to provide an invaluable resource for today's firm leader. ***Serving at the Pleasure of My Partners*** (\$49, West Publishing) is packed full of real-life scenarios and provides proven, practical guidance for today's exceptionally busy managing partner.

We've partnered with West/Thomson Reuters to extend a 20% discount off the cover price to our readers. [Click here](#) for more information and to download the table of contents and a free chapter.

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## FEATURED ARTICLES

Finally, we've posted three new articles to the MPF Website. We group articles and other resources into six main subject areas: planning, leadership, compensation, growth, marketing and profitability. We invite you to take a look and forward what you like to others at your firm.

### **Herding Cats: The Lawyers Personality Revealed**

*by Dr. Larry Richard*

If you've ever heard me speak, there's a good chance you've heard me reference this article. According to the research presented in this timeless article by Dr. Richard, lawyers are highly skeptical, hate change, avoid risk, love autonomy and expect immediate results. That makes them an especially tough group to lead. A must read, this article will help firm leaders understand what they're up against as they try to build consensus and lead change among partners of the firm. After stints at both Altman Weil and Hildebrandt, Larry recently launched a consultancy called LawyerBrain, based in Philadelphia. He is also a new member of the MPF faculty.

[Click here for the full story.](#)

### **2011 Law Firms in Transition**

*by Altman Weil*

This year's AW Flash Survey of leaders from firms with 50+ lawyers surprises me in its optimism. And it's back to business as usual when it comes to annual rate increases at the country's largest law firms.

Among the survey findings:

- ▶ 95% of firms increased hourly rates in 2011, by an average of 4%.
- ▶ 95% of firms offer alternative fee arrangements (AFAs), and most say it's less profitable than work billed on an hourly basis.
- ▶ 68% of firm leaders believe that fewer equity partners are a permanent structural change in the legal profession.
- ▶ 60% of firm leaders say that lateral hires do not meet expectations.
- ▶ 60% of firm leaders believe that contract lawyers are on the rise and a permanent trend.

The survey was released in late May and, if you have not already done so, we recommend that you circulate it to your partners with your take on things and what it means for your firm.

[Click here for the full story](#)

## Practice Group Marketing Showcases Expertise

by Doug DeLoach - *Atlanta Business Chronicle*

We're huge believers in Industry Practice Groups (IPGs) to market legal services. Importantly, clients want and look for industry expertise in lawyers and law firms. Beyond that, IPGs help firms cross-sell services and focus their marketing resources on defined target audiences. Last month, I was interviewed by Doug deLoach at the *Atlanta Business Chronicle* and my comments were featured in a special section on law and accounting. The article has since appeared in several other business journals around the country. [Click here for the full story.](#)

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## MPF FLASH SURVEY - July 2011

### Firm Leaders Uncertain in Today's Sputtering Economy

Last month, we introduced a new section - the **MPF Flash Survey** - to our Website's home page. We'll update the section frequently, highlighting timely factoids and survey results.

At our Spring MPF Conference, we asked participating firm leaders the following question:

#### How would you describe your expectations for your firm's financial performance 2011?

- ▶ Solid / very good year
- ▶ Cautiously optimistic
- ▶ Uncertain / fairly flat
- ▶ Another difficult year

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For additional information, contact us at 404.885.9100 or [jremsen@managingpartnerforum.org](mailto:jremsen@managingpartnerforum.org)

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