



ManagingPARTNER



Ark Group/Managing Partner presents

The Brave New World of Entry Level Recruiting

How fundamental changes in the legal industry are affecting student recruitment

January 24, 2012
AMA Executive Conference Center
New York, NY

The legal profession is experiencing a once-in-a-lifetime structural shift, which will leave it profoundly transformed, caused by the confluence of a variety of powerful forces.

Overall growth in demand has slowed abruptly as law firms continue a brutal fight for market share. The traditional pyramidal staffing structure of high associate/partner leverage has given way to far lower leverage levels—threatening one of the key underpinnings of increasing profits per partner.

Pricing pressure is here to stay. Clients have never before been so sophisticated about deriving genuine business value from what they spend on legal services. They are doing whatever it takes—including abandoning the billable hour, turning to providers other than law firms, taking work back in-house, and simply doing without.

How do these fundamental changes in the legal industry impact and affect law firm student recruitment?

Many of these trends touch the “demand” side of law firms (i.e. the clients)—but many also touch also the “supply” side—talent.

This unique conference will explore what’s changed and what hasn’t in recruiting entry-level talent. You will hear from practitioners on the front lines about what’s working and what isn’t — featuring the views of law firms, law schools, and current and former law students — providing attendees with a 360° perspective on a landscape that has never before been so competitive.

In Association with:



Featuring key contributions and candid viewpoints from:

- Bruce MacEwen, President, **Adam Smith, Esq. LLC** and President, **JD Match**
- Jim Leipold, Executive Director, **NALP**
- Prof. Bill Henderson, **Indiana/Maurer Law School**
- Wally Martinez, Managing Partner, **Hunton & Williams LLP**
- Kathleen Pearson, Director of Professional Recruiting, **Waller Lansden**
- **Edwin Reeser**, private practice, California (former managing partner, LA office, AmLaw 40 firm)
- Lucinda A. Stamm, Legal Recruitment and Education Manager, Office of General Counsel, **Hewlett-Packard Corporation**
- Roz Pitts, Firmwide Director of Legal Recruitment and Development, **K&L Gates**
- Camille Chin-Kee Fatt, Director of Career Services, **Brooklyn Law School**
- Michael J. Ende, Esq., Assistant Dean for Career Services, **Hofstra Law School**
- Rachel Littman, Esq. Assistant Dean for Career Development, **Pace Law School**
- Michael Burshteyn, **Emory Law 2L**
- Vivia Chen, “The Careerist,” American Lawyer Media
- David Lat, Managing Editor, Above The Law
- Will Meyerhofer, JD LMSW, Psychotherapist, author of “Way Worse than Being a Dentist”
- Raj Selvadurai, Global Managing Director, **Vault.com Inc**

The Brave New World of Entry Level Recruiting

How fundamental changes in the legal industry are affecting student recruitment

Agenda: Tuesday, January 24, 2012

8:30AM Registration & Refreshments

9:00AM OPENING ADDRESS

The Brave New World of Entry Level Recruiting

How has the world of law student recruiting changed since the onset of the Great Recession? How have employers revised their hiring practices now that they've worked through the "overhang" of summer and starting associates? Do summer associate programs remain the primary pipeline for talent? Are there signs of life in the market for hiring 3Ls and if so will this remain a fact of life? How are law schools adapting to systematically lower demand for their graduates from AmLaw 200 firms? Are student attitudes evolving?

Bruce MacEwen, President, **Adam Smith, Esq. LLC**
and President, **JD Match**

9:15AM

Facts and Figures: What are Law School Graduates Experiencing Today in the Marketplace?

This session will illustrate the employment experience of the Classes of 2009, 2010, and 2011 (projected). Industry hiring trends and key data from the *Jobs & JDs* annual report including what types of jobs graduates found and where they found them; earnings; earnings by geographic location and job type; adjusted salary means, and historic sidebars.

Jim Leipold, Executive Director, **NALP**

9:45AM

Perspectives on doing things the same way — or doing things differently?

What new approaches are employers and schools taking in light of the changed landscape? Will we ever move closer to a medical student/hospital internship or apprenticeship model? How would you describe the differences between the era we're in and the immediate pre-Recession years? Will we ever return to "2006"?

PANEL:

Jim Leipold, Executive Director, **NALP**,
Prof. Bill Henderson, **Indiana/Maurer Law School**,
Edwin Reeser, private practice, California (former managing partner, LA office, AmLaw 40 firm)

10:45AM Morning Coffee Break

11:00AM

The Employer's Perspective

How is the structure and design of the talent pipeline evolving? Are employers adapting around the margins or making efforts to re-think and re-imagine the entire process of bringing in entry-level lawyers? Is the focus on 2L OCI (on campus interviewing) as strong as it ever was? Are partners and senior people within your firms interested in or willing to try slightly different approaches? Do you perceive any changes in the attitudes of students or newly starting associates?

PANEL:

Lucinda A. Stamm, Legal Recruitment and Education Manager, Office of General Counsel, **Hewlett-Packard Corporation**,
Roz Pitts, Firmwide Director of Legal Recruitment and Development, **K&L Gates**,

Kathleen Pearson, Director of Professional Recruiting, **Waller Lansden, Raj Selvadurai**, Global Managing Director, **Vault.com Inc**

12:15PM Networking Luncheon

1:15PM

Schools' Perspective

How have the challenges facing career services departments changed? How are employers' attitudes evolving? Students'? Do you allocate your time and that of your staff substantially differently today than, say, four years ago? If so, how? What approaches have proven successful for you? What remain your greatest challenges?

PANEL:

Camille Chin-Kee Fatt, Director of Career Services, **Brooklyn Law School**, Michael J. Ende, Esq., Assistant Dean for Career Services, **Hofstra Law School**, Rachel Littman, Esq. Assistant Dean for Career Development, **Pace Law School**

2:30PM

Students' Perspective

What are students' greatest hopes and fears? How do they evaluate potential employers and differentiate between them? What are their key sources of information on firms and other employers? How much time do they spend on their job search? What about the "hiring game" itself? How do you deal with issues like "work/life balance" or "teamwork?" Is there anything to the new wave of interviewing techniques? Behavioral and psychological assessments? Beneficial for all concerned or just a fad? Describe students' and junior associates' attitudes towards their long-run careers: Do they want to make partner in an AmLaw 100 firm? Do public service? Hang out their own shingle? Find a corporate or other job that lets them work 40 (ok, 50) hours/week? Pay their debts down and get out? Are they idealistic about the law? What do they say when asked why they went to law school?

PANEL:

Michael Burshteyn, Emory Law 2L
Vivia Chen, "The Careerist," American Lawyer Media
David Lat, Managing Editor, Above The Law
Will Meyerhofer, JD LMSW, Psychotherapist, author of "Way Worse than Being a Dentist"

3:15PM Afternoon Coffee Break

3:30PM CONCLUDING DISCUSSION

The View from the Executive Suite

Open and wide-ranging discussion. What has changed and what hasn't in the wake of the Great Recession? Are you looking for different traits or characteristics than you were a few years ago? How good is your firm at predicting who will excel and who won't? What is most exciting to you about the new talent joining your firm and what is the most disappointing or frustrating? Would you advise your best friend's son or daughter to go to law school today?

Wally Martinez, Managing Partner, **Hunton & Williams LLP**
And others...

4:15PM End of Forum

The Brave New World of Entry Level Recruiting

| | Attendee 1 | Attendee 2 | Attendee 3 |
|--------------|------------|------------|------------|
| Name | _____ | _____ | _____ |
| Job Title | _____ | _____ | _____ |
| Organization | _____ | _____ | _____ |
| Address | _____ | _____ | _____ |
| | _____ | _____ | _____ |
| Zip Code | _____ | _____ | _____ |
| Phone | _____ | _____ | _____ |
| Fax | _____ | _____ | _____ |
| Email | _____ | _____ | _____ |

Signature

I have read the terms and conditions below

- Registration fee for law firms ——— **\$795**
- Registration fee for academics, non-profits, and corporate, in-house attorneys ——— **\$395**
- Early-Bird Discount:** I am registering for this program before **December 16th** and would like to claim my 15% discount!

For team discounts, please call Peter Franken at 312-212-1301

Please note: payment must be received in full prior to the event to guarantee your place


 
 

Card number

Expiration Date

Security Code

- Payment in the mail (checks made payable to Ark Group USA)
- Multiple bookings: please invoice separately**

Registration conditions

1. Registrations can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and registering early is therefore recommended, in the event of the registration not being accepted by Ark Group the total amount will be refunded.
2. Payment must be received in full prior to the course.
3. All speakers are correct at the time of printing, but are subject to variation without notice.
4. If the delegate cancels after the registration has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
5. All registrations submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
6. All cancellations must be received in writing.
7. Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the program.
8. Please make checks payable to Ark Group USA.

Ark Group USA will not use your email address or information for any purpose other than distributing our conference and event notices.

Venue and Accommodations

This forum will take place at the **AMA Executive Conference Center**, New York - located at 1601 Broadway, New York, NY 10019. For information regarding nearby hotels (most within walking distance to the venue) please contact Peter Franken at pfranken@ark-group.com or 312 212 1301. We hope to see you there!

Who Will Attend This Forum

Ark Group's **Brave New World of Entry Level Recruiting** has been developed for practitioners on the front lines of law firm student recruitment—including those from both law firms and law schools (and even students themselves). This is an ideal forum for the exchange of strategies and best practices for directors of legal recruiting, career development, hiring directors, hiring attorneys, deans and assistant deans, directors of career services and planning, human resources, and professional development.

Exhibition & Sponsorship Opportunities

If you are interested in learning about sponsorship opportunities for this event, or others, please contact Kevin Klein for more information at kklein@ark-group.com or by phone at 312 212 1302.

The Brave New World of Entry Level Recruiting

How fundamental changes in the legal industry are affecting student recruitment

THIS FORUM WILL BE HELD AT:**AMA Executive Conference Center**

1601 Broadway
New York, NY 10019
212.586.8100

<http://www.amaconferencecenters.org/new-york.htm>

January 24, 2012— New York, NY

The executive conference center is conveniently located at 48th & Broadway (inside the Crowne Plaza Hotel) in the heart of New York City's bustling Times Square.

Recommended Hotels (within walking distance to the forum venue):**Belvedere Hotel**

319 W. 48th Street
New York, NY 10036
212.245.7000 > Reservations
<http://www.belvederehotelnyc.com/>

Crowne Plaza Manhattan

1605 Broadway
New York, NY 10019
212.977.4000 > Reservations
<http://www.cpmannhattantimesquare.com/>

Sheraton Manhattan

790 7th Avenue
New York, NY 10019
212.581.3300 > Reservations
<http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=425>

Marriott Renaissance New York Times Square

714 7th Avenue @ W. 48th Street
New York, NY 10036
212.765.7676 > Reservations
<http://www.marriott.co.uk/hotels/travel/nycrt-renaissance-new-york-hotel-times-square/>

Recommendations on the Upper West Side (a short cab ride to the venue):*On The Ave**

2178 Broadway at W 77th Street NY 10024
1.800.509.7598 | 212.362.1100
<http://www.ontheave-nyc.com>

The Lucerne—New York

201 WEST 79 STREET NEW YORK, NY 10024
212.875.1000 OR 800.492.8122
<http://www.thelucernehotel.com/>

Directions and Maps

AMA New York Executive Conference Center

1601 Broadway

New York, NY 10019

The following can be used as a guide for your visit to the Executive Conference Center, New York. If you should have any further questions, please do not hesitate to call us at 312-212-1301.

Directions

American Management Association (located in the same building as the Crowne Plaza Hotel) 1601 Broadway at 48th Street near Times Square. Entrance is on 48th Street.

From PENN PLAZA to 1601 BROADWAY (Fastest Route):

1. Going west on W. 33rd St. toward 8th Ave. 0.11 miles
2. Turn RIGHT onto 8th Ave. 0.85 miles
3. Turn RIGHT onto W. 50th St. 0.12 miles
4. Turn RIGHT onto BROADWAY. 0.06 mile **For additional driving directions and maps click here <http://www.mapquest.com/>**

Transportation

Airport Transportation:

Transportation to/from the airport is available for a fee via Super Shuttle. Upon arrival at the airport, proceed to the Ground Transportation desk located near baggage claim, the Super Shuttle agents there will assist you. For your return trip to the airport, contact Super Shuttle at least 24 hours in advance at 1-800-BLUE-VAN x3. New York taxi cabs are also available and rates can vary depending on the airport.

These three airports serve New York City:

John F. Kennedy International Airport, approximately 15 miles (estimate one hour travel time) from mid-Manhattan.

LaGuardia Airport, approximately 8 miles (estimate 30 minutes of travel time) from mid-Manhattan.

Newark International Airport, borders on the cities of Newark and Elizabeth, NJ, approximately 16 miles (estimate 45 minutes of travel time) from mid-Manhattan.

Parking:

There are parking garages available on 48th and 49th streets, as well as at the Crowne Plaza Hotel.

Bus:

From Uptown: **M 7, M 10, M 104**, exit at 50th St. and Broadway.

From Downtown: **M 10, M 104**, exit at 49th St. and 8th Ave.

M 5, M 6, M 7 exit at 49th St. and 6th Ave.

SUBWAY



To 47th-50th St.-Rockefeller Center



To 50th St. & 8th Avenue



To 50th Street



To 49th Street



To 51st Street

