ALA

MILE HIGH CHAPTER

A Chapter of the Association of Legal Administrators

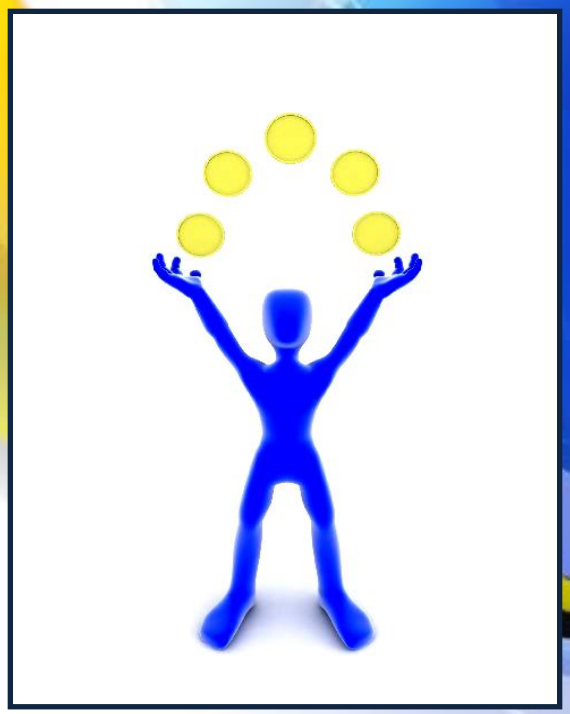
UNIVERSITY of DENVER

STURM COLLEGE OF LAW

Master of Science in Legal Administration

Mile High Legal Management Conference

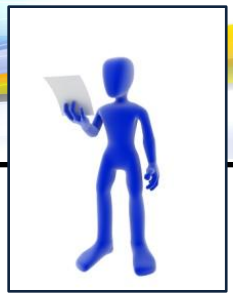
Positively Educational!



Friday, November 8, 2013

Co-Presented by
The Mile High Chapter of the Association of Legal Administrators
and
The University of Denver Sturm College of Law, MSLA Program

ALA® Association of Legal Administrators



Mile High Legal Management Conference Planning Committee

Jerry McPeake, MSLA
2013 Conference Chair
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WELCOME MESSAGE

Welcome to the 2013 Mile High Legal Management Conference (LMC) brought to you by the Mile High Chapter of the Association of Legal Administrators (MHC-ALA) and the University of Denver Sturm College of Law Master of Science in Legal Administration (MSLA) program.

This program, formerly known as the Mile High Educational Summit in celebration of Professional Legal Management Week (PLMW), returns after a one year hiatus.

The program organizers and volunteers hope that this Conference will provide you with positive solutions to today's most pressing issues in law office management and leadership. That's why we've entitled this Conference "*Positively Educational!*"

From our opening keynote speaker's focus on attitude and choices to our lunch speaker's advice on dressing for success, this program will help you change your image inside and out. With other sessions on timely topics such as professional liability, diversity and inclusion in the legal workplace, ethical implications in using social media and the latest HIPAA regulations, this Conference has something for everyone.

WELCOME!

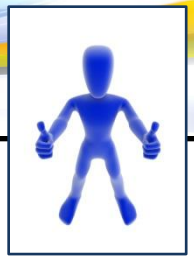
LMC Planning Committee





AT-A-GLANCE SCHEDULE

7:30 – 8:15	**Registration/Continental Breakfast**	
8:00 – 8:15	**Opening Remarks**	
8:15 – 9:30	Keynote Speaker – Paul Hekimian ***Me Inc.: The Many Hats We Wear***	
9:30 – 9:45	Break	
9:45 – 10:45	Karen Hester ***Hidden Barriers and Bias*** (ALA-MHC/Center for Legal Inclusiveness partnership)	Stephanie McCutcheon ***Electronic Records Management*** (an ALA/ARMA Mile High Chapter partnership)
10:45 – 11:00	Break	
11:00 – 12:00	Troy Rackham ***HIPAA/HITECH – Are Your Firm's Medical Records Hermetically Sealed?***	Jerry McPeake ***Unleash Your Inner Leader: A New Paradigm***
12:00 – 12:15	Lunch Pick-up	
12:15 – 1:30	Lunch Session – Rachel Lefort ***Your Image Starts in the Closet***	
1:30 – 1:45	Break	
1:45 – 2:45	Ronald Seigneur and Linda Taylor ***The Auditors Are Coming and May Be Coming to You!***	Lesly Kenney ***Social Media Ethics***
2:45 – 3:00	Break	
3:00 – 4:00	Rob Herchert ***Professional Liability Insurance: How Administrators Can Positively Impact the Renewal Process***	Jared Schroder ***Search Engine Marketing – Paid Search | PPC Fundamentals***
4:00 – 6:00	**Networking Reception**	



Registration Information:

$75.00	Full Day Attendance - Includes: continental breakfast, lunch, networking reception and access to all general and breakout sessions
$60.00	Additional Attendees – If your firm or company sends more than one attendee, all additional attendees after the first one may attend the same as a Full Day Attendee at a reduced cost
$45.00	AM Half Day Registration – Includes: continental breakfast, morning keynote session and the morning breakout sessions
$45.00	PM Half Day Registration – Includes: lunch, lunch general session, networking reception and afternoon breakout sessions
FREE	MSLA Student Registration (Must be a confirmed MSLA student for admission)
Speaker	Speakers at this conference are given a complimentary registration and may attend any and all sessions

Register online at www.MileHighALA.com

The Mile High Chapter Welcomes Our Legal Association Partners From The Following Organizations:

- ARMA International – Mile High Chapter
- Center for Legal Inclusiveness
- Colorado Association of Law Librarians
- Colorado Association of Legal Support Staff
- Colorado Association of Legal Support Professionals
- Colorado Bar Association
- Colorado Human Resources Association - Mile High SHRM
- Colorado Lawyer Assistance Program
- International Paralegal Management Association – Colorado Chapter
- Legal Marketing Association – Rocky Mountain Chapter
- Rocky Mountain Paralegal Association



Keynote Speaker – Paul Hekimian

Me Inc.: The Many Hats We Wear

Paul Hekimian wants to know: WHAT IS YOUR Positive FOOTPRINT? Join us for a realistic take on how your self-image, attitude and choices can make or break the business of YOU!

In this interactive presentation, Paul demonstrates how his dedication inspiring others to become positive has led to the launching of his Paulsitive movement. Understand how basic changes can help you live a more positive life, visualize a more successful professional future, and flip the switch on negativity!

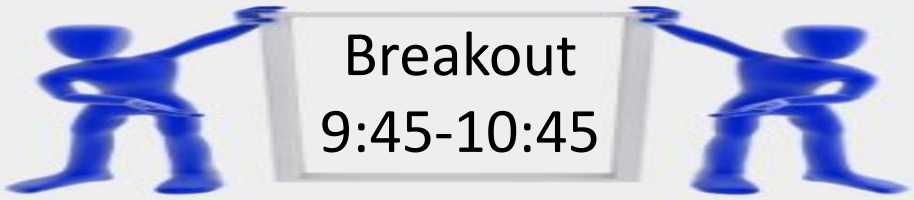
Paul is on a mission and determined to tap all his resources to drive the vision and share the magical gift of "The Paulsitive Movement" that he hopes will enhance countless lives throughout the world. What makes him extraordinary is his passionate commitment to making a difference to humanity by sharing his inspirational philosophy so others may also discover their inherent brilliance and live life to its fullest.

Paul Hekimian is a father of two and resides in Santa Monica, California. He is an entrepreneur extraordinaire who prides himself on the "many hats he wears." Utilizing his Paulsitive philosophy has led him to excel in marketing and sales leadership roles for well over 20 years, advising more than a dozen companies on their client-building strategies.

Working his way up from the mail room at Pircher, Nichols & Meeks, Paul became the Office Administrator for the firm in 1994. Realizing his potential to climb his way to the top without a college degree, he was inspired to start his own business. In 1992, he founded his very own specialty cheesecake company (Paul's Cheesecake) from scratch, and within 5 years, he was receiving special orders from notable celebrities. Wanting to dedicate more time to his Cheesecake business, Paul gave up his full-time position at the law firm and took on a more flexible sales role with Overnite Express, where he spent the next 15 years.

In 2000, pairing his diverse business expertise with a devout appreciation for peak performance and community through athletics, Paul founded the LA Tri Club – a network of triathletes that provides information, services, training, racing activities and friendship to its, now, 1800 members. He also helped to create the C-Different Foundation, a nonprofit which links the world of athletics and its life-changing gifts to the visually impaired.

Last year, Paul was approached by Network Deposition Services (an 8-year client of his at Overnite Express) and was offered a role where he could combine his legal expertise with his passion for coaching others. He oversees the Sales Team, implementing his Paulsitive methods to ensure employee excellence and serves as the Business Development Manager where he is in charge of building and maintaining meaningful relationships with clients. While he still serves on the Board of multiple organizations, his main focus is on Public Speaking and driving change by spreading the message found in the Paulsitive Movement.



Hidden Barriers and Bias

Diversity programs are only the beginning point when dealing with true inclusion. In this session Ms. Hester will lead a discussion on barriers and biases that impact the workplace. You will gain an understanding of the definition of explicit and implicit bias and how everyone is affected. You will also be given some insight on how to best address the bias(es) once known.



Karen H. Hester, JD
Executive Director
Center for Legal Inclusiveness

Karen Hester, JD, has more than 10 years experience working in diversity and inclusiveness. She is the former Director of Diversity and Inclusion at the University of Kansas School of Law. She has an extensive background in diversity and inclusiveness – she is an accomplished trainer, presenter, and author. Ms. Hester also practiced law for several years. She has multiple degrees including: a law degree from the University of Cincinnati College of Law, an LL.M. in taxation from the University of Missouri Kansas City School of Law, an M.S. in student personnel and counseling, and a B.S. in mathematics from Kansas State University.

Electronic Records Management

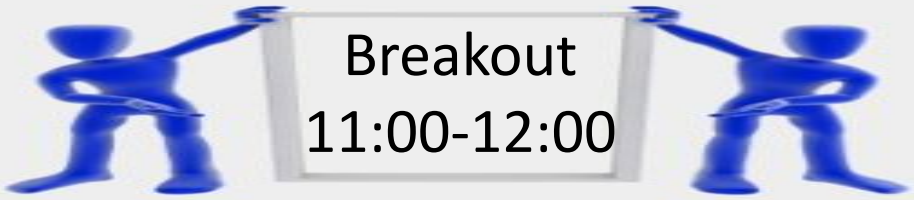
Law firms move at a faster pace than ever before. In order to keep up with client demand in this fast pace environment the management of your electronic records has a higher importance to your firm's success. In this session the speaker will discuss electronic records management and provide attendees with helpful tools to implement and perfect a paperless workflow system.

Stephanie McClutcheon
Manager, RIM
SM Energy



Stephanie McClutcheon has been a Records and Information Management ("RIM") practitioner for 14 years and a Certified Records Manager since 2005. She recently earned the Information Governance Professional certification from ARMA International.

Stephanie has a Master's degree in Library and Information Science from the University of Denver, and experience in the energy, manufacturing, financial services and utilities industries. Currently, she is the Manager of RIM at SM Energy, and oil and gas company in Denver.



Breakout
11:00-12:00

HIPAA/HITECH: Are Your Firm's Medical Record Files Hermetically Sealed?

Due to the recent amended regulations relating to handling of Protected Health Information, law firms face substantial fines if they fail to do so. In this session you will learn about important technical security requirements law firms must adhere to in order to protect health information.



Troy R. Rackham, Esq.
Fennemore Craig PC

Mr. Rackham defends lawyers, hospitals, nursing homes, long term care facilities and other health care organizations in a wide variety of cases and claims.

Selected for inclusion in The Best Lawyers in America® in 2011 and 2012, Mr. Rackham regularly advises legal professionals on ethics, malpractice and professional liability issues. He authors a treatise on Colorado Legal Malpractice litigation, which is updated annually. He has orally argued and prepared briefs in dozens of appellate cases, most of which involved claims against lawyers, hospitals, physicians, or health care systems.

Mr. Rackham is a member of the American, Colorado and Denver Bar Associations. He frequently teaches courses for legal and medical professionals, including courses on the use of electronic medical records.

Unleash Your Inner Leader: A New Paradigm

Do you question your leadership abilities? In this fun and eye-opening session you will learn to distinguish the difference between leadership and management. Participants will examine the major paradigms of leadership theory and proven qualities of a good/great leader. Finally, you should leave this session with a better perspective of your leadership style.



Jerry G. McPeake, MSLA
Minor & Brown PC

Jerry McPeake is the Immediate Past President of the Mile High Chapter of the Association of Legal Administrators. He has served on the Chapter's Board of Directors since 2006 during which time he chaired several committees and held a number of officer positions. He has served on ALA Regional committees and has written six first place award submissions at the International ALA level.

Jerry earned a Master's degree in legal administration from the University of Denver Sturm College of Law. His undergraduate focus was in paralegal studies and business administration.

Spanning his nearly 30 years in his law firm career, Jerry worked in several positions including 17 years as a paralegal and over 9 years as a law firm administrator.



Lunch Session Speaker – Rachel Lefort

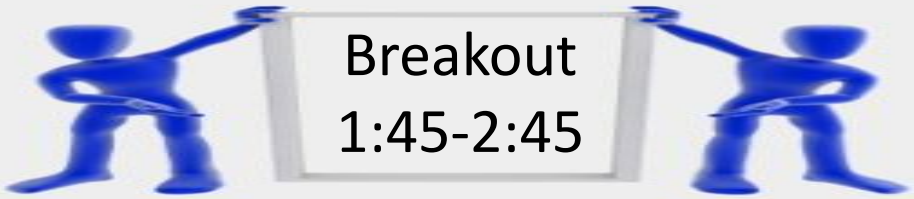
Your Image Starts in the Closet

The contents of your closet and the way you present yourself say a lot about you. This seminar will help you align the way you dress with your desired image, while teaching you practical tips for putting together a stylish and appropriate wardrobe for work.

FASHION STYLIST AND DESIGNER, RACHEL LEFORT, brings the world of fashion straight to the Boulder-Denver area, where she works closely with her clients to carefully craft the right look for their lifestyle. After more than 15 years working and studying in the global fashion industry, Rachel decided to channel all of her experience toward a new venture: Personal Fashion Styling and Image Consulting. Rachel's business is designed to help individuals define their own distinctive image and style, and re-create their look by streamlining, supplementing and merchandising their wardrobe in line with their desired image.

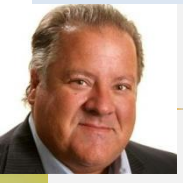
Rachel's approach is positive and sincere, sensitive, honest and very attentive as she gauges the needs of each particular client. While obtaining a Bachelor's Degree in Fashion Design from Syracuse University, Rachel Lefort spent some time overseas, studying at the London College of Fashion and interning at fashion companies in London and Hong Kong. Upon graduating college, Rachel was hired as a designer at Ann Taylor, in New York City. While working in New York, Rachel continued coursework at Parsons School of Design and the Fashion Institute of Technology in order to continue to hone her skills and be the best she could be. Ultimately Rachel decided to head back to school full time, but this time to Paris, where she studied the art of Haute Couture, and worked at the houses of Christian Dior and Balmain. After leaving Paris to return to New York, Rachel was hired by American Couturier Maggie Norris, where she worked with some of New York's most discerning clientele, socialites, and celebrities, as well as stylists, artists, editors, buyers and personal shoppers. While working for Maggie Norris Couture, Rachel worked directly with Maggie to design and manufacture each collection, design custom couture ensembles for private clients, manage the sample room, produce fashion shows, and run the day-to-day business. Also while in New York, Rachel freelanced as a Bridal Stylist for renowned wedding planner Marcy Blum.

After leaving New York and getting settled in Colorado, Rachel began teaching fashion courses to local budding designers and fashionistas. It wasn't long after this that Rachel decided she could utilize fashion to help people and make a difference in their lives. Thus, Rachel started her business as a Fashion Stylist and Image Consultant—Rachel Lefort Style, LLC. Rachel truly enjoys helping to empower her clients with the self-confidence that comes with a new look, an individual style, and an enhanced, appropriate and stylish wardrobe.



The Auditors Are Coming and May Be Coming to You!

Law firms are being contacted more frequently for IRS audits, sales and use tax, exempt versus non-exempt issues and more. In addition, new rulings and court opinions have forced law firms to take a look at how they are accounting for client costs. Join this session to position your firm with minimized exposure to audits and examinations



Ron Seigneur
Seigneur Gustafson LLP



Linda R. Taylor
Silver & DeBoskey, P.C.

Ronald L. Seigneur is managing partner of Seigneur Gustafson LLP, a CPA firm located in Lakewood, Colorado. He is a Certified Valuation Analyst (CVA) with the National Association of Certified Valuation Analysts, is a Senior Appraiser (ASA) from the American Society of Appraisers, and holds the AICPA specialty designations of Accredited in Business Valuation (ABV) and Certified in Financial Forensics (CFF). Mr. Seigneur manages a diverse book of client matters including tax planning & compliance and financial reporting services for a wide range of professional practices and closely held business interests. Ron specializes in law firm consulting and CPA services after serving as the legal administrator for a 50 attorney firm for over 6 years, with emphasis on compensation systems design and implementation, retreat facilitation, shareholder disputes, and profitability enhancement strategies. He is an Adjunct Professor at the University of Denver, College of Law.

Linda R. Taylor is the Director of Administration for the Denver law firm of Silver & DeBoskey, P.C. She is a past president of the Mile High Chapter of the Association of Legal Administrators and a David Award winner. She served the local chapter of ALA for over 20 years and has served at the International level for 10 years. She was a speaker at the ALA Annual conference in 2012. Linda was the primary contact in the firm's Use Tax audit in 2011.

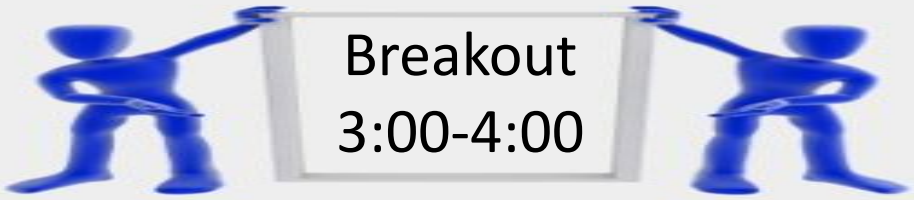
Social Media Ethics

This presentation will cover social media ethics concerns for the legal industry. We'll talk about some pitfalls to avoid and specifically discuss recent professional ethics opinions from several different State Bar Associations.

Lesly Kenney
Director of Business Development
Savvy Training & Consulting, Inc.



Ms. Kenney is an M.B.A. grad by education and a technology geek by passion. She uses creative leadership, simplicity, and efficiency to achieve great business results. She has a passion for communication, as well as a vision for business progression. She strives to build strong relationships and excels at engaging others at multiple levels: Business, technical, financial, and executive.
Ms. Kenney has a background in technical theater -- an unparalleled education in project management, creative process, writing, solving complex technical problems, thinking on her feet, effectively communicating, and collaborating as a team. She is a hardcore technical writer and an old-school wordie who's in a committed relationship with the Oxford comma.



Professional Liability Insurance: How Administrators Can Positively Impact the Renewal Process

This session will focus on Lawyers' Professional Liability insurance and the factors that impact premiums. It will point out "red-flags" that attract the attention of insurance underwriters and discuss the role of administrators in the renewal process.



Rob Herchert
LEMME Insurance Brokers and Consultants

Rob Herchert is a member of the Lemme Law Firm Service Team, part of Lemme Insurance Group, Inc., a boutique broker that specializes in Professional Liability, Employment Practices Liability, Management Liability and Network Security Liability insurance for law firms, accounting firms and consulting firms.

Rob started his insurance career working in London with a Lloyd's broker dedicated to professional liability insurance. In 2002, Rob moved back to the United States utilizing his knowledge of the London/European marketplace and his contacts with specialist underwriters in the United States/Bermuda to offer law firm clients a detailed understanding of the law firm professional liability insurance marketplace and products.

Rob has earned the Accredited Adviser of Insurance (AAI) and the Registered Professional Liability Underwriter (RPLU) designations. He is actively involved in the Professional Liability Underwriting Society (PLUS). Rob received his Masters of Business Administration degree from the University of Wolverhampton in England.

Search Engine Marketing – Paid Search | PPC Fundamentals

In this session we'll discuss the fundamentals of Search Engine Marketing (Paid Search | PPC) and how you can apply it to drive qualified leads for your company. We'll discuss terminology, keyword development, ad copy generation, campaign setup, and the basics of performance optimization for your Paid Search Marketing efforts. We'll wrap up the session discussing ethics and regulations for lawyer and law firm advertising specifically.

Jared Schroder
Vice President of Data Intelligence – Location3 Media



As Vice President of Data Intelligence at Location3 Media, Jared has developed industry leading Paid Search campaign execution, management, strategy, optimization and analysis methods that have driven countless successful PPC and Digital Marketing efforts for clients for more than 8 years. Jared has developed advanced SEM optimization toolsets to effectively wrangle in the "big data" of the Digital Marketing world in order to extract micro insights and subtle trends with macro implications to his client's performance ROI. Prior to becoming Vice President of Data Intelligence, Jared served as the Director of Paid Search at Location3 Media and was also the Co-Host of "PPC Rockstars" on Webmaster Radio FM.

The Mile High Legal Management Conference Committee would like to thank Source Office and Technology for their generous support of this Conference by donating note taking materials!

Things to Know Before You Arrive

Going Green

Both the MHC-ALA and DU make every effort to conserve natural resources. Therefore, all handouts for this Conference will be provided to registrants electronically before the conference. This will enable you to either download them to a portable electronic device or print out the copies of the sessions that you plan to attend.

Have Questions or Comments:

Questions Regarding the conference should be directed to:

Jerry McPeake, MSLA
Conference Chair
Minor & Brown PC
(303) 376-6004
jmcpeake@minorbrown.com

Julie Becker, MBA
Mile High Chapter ALA – Education Chairperson
Dickinson, Prud'Homme, Adams & Ingram LLP
(303) 571-4428
jbecker@dpai-legal.com

Tami Lawley
Mile High Chapter ALA – Education Co-Chair
Fennmore Craig PC
(303) 291-3217
tlawley@fclaw.com

Transportation/Parking

Passes for FREE parking will be emailed to all registrants the day prior to the event.

By Car

From the north and south:
-Take I-25 to University Blvd. (Exit 205)
-Turn South on University Blvd.

From University Blvd.:
Going south on University, make a right onto Asbury St. Take the second left onto campus. Continue forward and veer to the left into the parking garage.

By Light Rail

You can reach campus from RTD light rail lines E, F and H. Exit the train at the University of Denver Station, which is at the north end of campus.

By Bus

You can reach DU campus via three RTD bus routes:
-Route 21 – Runs east/west from Lakewood to Aurora
-Route 24 – Runs north/south along University Blvd. from C-470 to 41st Avenue.
-Route 52 – Runs from northwest Denver to Southeast Denver