



**NEW YORK
CITY BAR**

NEW YORK CITY BAR ASSOCIATION

LESSONS LEARNED, STRATEGIES SHARED:

A PROGRAM FOR NEW WOMEN LAW FIRM PARTNERS

Sponsored by Committee on Women in the Legal Profession

September 30, 2015

Registration/Networking: 8:00 – 8:15 a.m.

Program: 8:15 a.m. – 9:45 a.m.

Knowing the Business: Understanding the Levers that drive your Firm's Profitability

In this post-recession legal market, clients continue to seek discounts and/or alternate pricing methods. To be a successful partner, you need to understand the R.U.L.E.S. of law firm management: realization, utilization, leverage, expenses and speed of collection. As owners of the business, you need to know how to price your deals to insure the firm's short-term cash flow, long-term profitability and overall sustainability.

Facilitated by Judith Archer, a partner at Norton Rose Fulbright US LLP, the panel will clarify the metrics that define law firm profitability. They will share their insights and understanding of how the economic health of your firm's bottom-line affects the selection and retention of clients, the potential of promotion and your compensation.

Panel Members

Beatrice Seravello, Chief Strategy Officer, Kaye Scholer LLP

Adrienne E Boan, Chief Financial Officer, Simpson Thatcher & Bartlett LLP

Lisa Pearson, Partner & Member of the Executive Committee, Kilpatrick Townsend & Stockton LLP

SPONSORING COMMITTEE: Women in the Legal Profession, Lori Pines, Chair

REGISTRATION FEE INFORMATION: \$25 for members, \$35 for non-members

Participants are encouraged to bring their business cards to facilitate this networking opportunity.

Please register online at <http://www.nycbar.org/EventsCalendar/>