



## **2019 AILA LAW PRACTICE MANAGEMENT CONFERENCE AND WEBCAST “BEYOND THE BASICS FOR WANNABE MASTERS AND SOON TO BE EXPERTS”**

In these tumultuous times, it is understandable that most of your energy is devoted to your clients. To best serve these clients, however, it is essential that you also take care of the one thing that makes the work you do for them possible in the first place: you! Join AILA on October 17 for a one-day, intermediate-level conference, designed to help you perform a “check-up” on the personal and financial well-being of both yourself and your practice. This conference goes well beyond the basics, providing expert guidance on everything from maximizing the efficiency, productivity, and profitability of your practice to achieving personal mindfulness. Come learn strategies you can implement immediately, including how to set up a 90-day marketing plan, the best ways to attract and retain the staff and associates you want to work with, methods for managing your time and dealing with stress, and more! The conference also is an excellent opportunity to connect with our distinguished faculty and brainstorm with like-minded practitioners about today’s most relevant practice management issues. To help facilitate this, we have added “Taste of” dinners, “Coffee & Conversations” discussions, a networking lunch, and a session just for your questions.

**Note:** Registrants also are invited to participate in a complementary accountability program following the conference. This optional program consists of a series of remote roundtable discussions and check-ins to keep you moving forward with your new practice management initiatives. The sessions will be coordinated by AILA’s Practice and Professionalism Center and conducted using video conferencing.

**Viewing Options:** On Thursday, October 17, 2019, faculty members will present a full day of live sessions. These sessions can be attended in-person at the AILA National Office (space is limited), or via webcast from the convenience of home or the office. Either way, the program is live and interactive! All participants will be given a link to the conference recording, so any sessions missed (particularly helpful for our West Coast participants given the time difference) or in need of review can be revisited back at the office.

**October 17, 2019  
AILA National Office  
1331 G Street, NW  
Washington, DC**

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### **WEDNESDAY, OCTOBER 16, 2019**

7:00 pm

**“TASTE OF WASHINGTON D.C.” NETWORKING DINNERS**

**THURSDAY, OCTOBER 17, 2019**

Day Coordinator: \*TBD

9:00 am – 6:15 pm **REGISTRATION AND EXHIBITS**

9:00 am – 9:55 am **REGISTRATION/CONTINENTAL BREAKFAST/NETWORKING**

9:00 am – 9:55 am **COFFEE & CONVERSATIONS WITH THE EXPERTS**

*In-person participants are invited to come early to meet fellow attendees and to engage in informal practice management topic discussions. Seating is first-come, first-served, with each table covering a different topic. An expert will be at each table to facilitate discussions on topics such as:*

- Tips for Leveraging Technology in Your Practice
- Creating a Partnership Track for Your Associates
- How to Stay Interested and Diversify Your Career
- Flat Fees and RFEs
- Time Management Tools
- Self-Care Strategies
- Growing Your Practice - When to Hire
- Marketing Strategies
- How to Be a Better Manager
- Understanding Management Styles—Organization Behavior Tools

*Webcast participants may choose to participate remotely in one of the following video conference lead discussion from 9:00 am-9:45 am.*

- Time management tools and self-care strategies
- Leveraging technology and growing your practice

9:55 am – 10:00 am **WELCOME AND INTRODUCTORY REMARKS**

*\*Farshad Owji, AILA Treasurer, San Francisco, CA*

10:00 am – 11:00 am **YOUR MARKETING PLAN BLUE PRINT**

*In this session explore top marketing strategies that work. Learn how to create a 90 day marketing plan you can use immediately. We will focus on proven strategies that will help you grow your practice now.*

- Designing Your Personal Marketing Plan
  - Assessing Your Personal Strengths and Weaknesses
  - Identifying Your Ideal Market and Tailoring a Plan to Reach That Market
  - Community Networking, Leveraging Peer Networks, and Online Marketing
- Creating Your Marketing Strategy
  - How to Develop a Campaign and Implement It
  - How to Include Your Associates In Your Marketing Strategy
- How to Leverage Video to Get Better Clients
  - Youtube, Facebook Live, and Video Blogs
- Key Performance Indicators (KPIs) to Measure the Effectiveness of the Campaign

*Faculty:*

*Kaushik Ranchod (DL), Sacramento, CA*

*Allen Orr, AILA 1<sup>st</sup> Vice President, Washington, D.C.*  
*Jacob Sapochnick, San Diego, CA*  
*Zaira D. Solano, Atlanta, GA*

11:00 am – 12:00 am **MERGING, BUYING, SELLING**

*There are many different options to weigh as you look at your firm's long-term future. This panel will discuss best practices and contingencies for merging, buying and selling. As you set about growing your firm you may consider merging your firm with another or buying a firm; as you consider stepping away or exiting you may look at selling your firm or giving it away to a successor.*

- Merging
  - Scoping Out Your Ideal Partner
  - Making the Merger Seamless and Considering Culture
- Buying
  - Assessing a Firm's Worth
  - A Merger Without the Other Owner
- Selling
  - Best Practices for Planning to Sell
  - Preparing to Sell and Who to Sell To
  - Obligations to New Buyer

*Charity Anastasio (DL), Practice Management Advisor, AILA Practice & Professionalism Center, Washington, D.C.*

*Becki L. Young, Silver Spring, MD*

*Jonathan Grode, Philadelphia, PA*

12:00 pm – 12:10 pm **NETWORKING BREAK**

12:10 pm – 1:10 pm **A LOOK WITHIN: THE VITALITY OF YOUR HUMAN RESOURCES – HIRING, RETAINING & TERMINATING IMMIGRATION LAW ASSOCIATES AND PARALEGAL STAFF**

*This session will help you to examine your firm's HR strategies. Learn the best ways to hire and retain staff, including how to attract and keep associates. We will also discuss how to navigate tricky terminations and put procedures in place to protect your firm.*

- Hiring Immigration Paralegals and Legal Staff
  - Resources Available for Hiring Staff
  - To Use or Not to Use a Headhunter?
  - Are You Ready to Hire Your First Employee?
  - Employee vs. Outsourcing Model—Pros and Cons
- Retaining Immigration Paralegals and Lawyers
  - Which Incentives Work?
  - Money Is Not Everything!
  - How to Breed Loyalty
  - Working with GenX and Millennial Philosophies
- Terminating Immigration Paralegal Staff and Associates
  - Nondisclosure Agreements?
  - Don't "Light Your Way" with the Bridges That You Burn
  - Shifting an Employee Into a New Role?
  - Planning for Backfill—Timing Issues with Today's Low Unemployment Rates

*Faculty:*

*\*David H. Nachman (DL), Ridgewood, NJ*

*Ruby Powers, AILA Author, Build and Manage Your Successful Immigration Law Practice  
(Without Losing Your Mind)/Conference Program Chair, Houston, TX  
Sheela Murthy, Towson, MD*

1:10 pm – 2:10 pm

**LUNCH (PROVIDED)**

*Networking lunch followed by a short presentation by Reid F. Trautz, Senior Director of AILA's Practice and Professionalism Center. Reid will give attendees a sneak peek into AILA's 2019 Marketplace Survey results.*

2:10 pm – 3:10 pm

**ARE WE HUMANS OR ARE WE ROBOTS: WHEN SHOULD WE AUTOMATE AND LEVERAGE TECHNOLOGY FOR A MORE STREAMLINED AND SECURE PRACTICE?**

*We dive deep into the day-to-day immigration practice to find ways to streamline through automation. This panel will focus on client engagement automation tools that can be quickly adopted and implemented to increase efficiency.*

- Cost Effective Tools to Make Retaining Clients a Quick and Easy Process
- Client Engagement Tool Demonstrations
- Actionable Steps and Takeaways for Your Office
- Q&A from the Audience

*Faculty:*

*Ann Cun (DL), San Leandro, CA*

*Gregory Howard Siskind, AILA Board of Governors, Memphis, TN*

*Scott Mossman, Oakland CA*

3:10 pm – 4:10 pm

**FINANCIAL BEST PRACTICES FOR YOUR PRACTICE**

*Whether you practice business immigration for high net-worth clients, or are in a removal defense/family practice, thinking about and implementing sound financial procedures is in the best interests of you and your clients. How can you develop a budget and other key financial metrics to help you run your practice in the most efficient way possible? It's time to move beyond just looking at what's in your operating account! We will explore methods for measuring and increasing profitability, tying compensation structures to your firm's financial performance, as well as provide participants with sample financial templates.*

- Setting Up a Budget: Why It's Important and How to Do It?
- Tracking Time on Flat Fee and Hourly Cases to Measure Efficiencies or Lack Thereof
- Developing Compensation/Bonus Structures for Staff That Make Financial Sense and Are Tied to Profitability
- Understanding Profit and Loss Statements and Monthly Accounting from Your Accountant

*Faculty:*

*Sandra A. Grossman (DL), Bethesda, MD*

*Farshad Owji, AILA Treasurer, San Francisco, CA*

*\*Leslie A. Karam, Bloomington, MN*

*Reid F. Trautz, Senior Director, AILA Practice & Professionalism Center, Washington, D.C.*

4:10 pm – 4:25 pm

**NETWORKING BREAK**

4:25 pm – 5:25 pm

**PRACTICING MINDFULNESS AS AN ATTORNEY IN THE AGE OF IMMIGRATION CHAOS**

*Attorneys have always faced deadlines, pressure to perform from clients, bosses, the government and themselves. Over the past few years, Immigration attorneys have faced a fluid and everchanging landscape in America, often at the expense of their health and well-being. In this panel, we will discuss how to incorporate time management, practicing mindfulness and being the stellar advocate that you already know you are!*

- The Importance of Practicing Self-Care
  - Substance Abuse and the Legal Profession

- What Is Time Management?—Various Methods Used
- Incorporating Time Management Techniques
- Training Your Clients to Embrace Work-Life Balance
- Practicing Mindfulness as an Attorney and Making Our Lives Better
- Provide a Roadmap to Practicing Mindfulness as an Attorney

*Faculty:*

*Hardeep Sull (DL), Las Vegas, NV*

*Donusia Lipinski, Myrtle Beach, SC*

*Diana Santos, Reston, VA*

5:25 pm – 6:00 pm

**QUESTIONS AND CONFERENCE WRAP-UP**

*Moderated by Ruby Powers, attendees have an opportunity to share their observations and to further discuss the day's hottest practice management topics.*

*Faculty:*

*Ruby Powers, AILA Author, Build and Manage Your Successful Immigration Law Practice*

*(Without Losing Your Mind)/Conference Program Chair, Houston, TX*

*Hardeep Sull, Las Vegas, NV*

6:00 pm

**CONFERENCE CONCLUDES**

**ACCOUNTABILITY PROGRAMMING**

*(Participation details to follow later.)*

Session 1 – Oct 31

**HIRING ACCOUNTABILITY GROUP (1.5 hour)**

Session 2 – Nov 7

**MARKETING PLAN ACCOUNTABILITY GROUP (1.5 hour)**

Session 3 – Nov 14

**FINANCIAL FIXES AND FEE AGREEMENTS ACCOUNTABILITY GROUP (1.5 hour)**

**CONFERENCE PROGRAM COMMITTEE**

*Ruby Lichte Powers, AILA Conference Program Chair/AILA Author, Build and Manage Your Successful Immigration Law Practice (Without Losing Your Mind), Houston, TX*

*Ann Cun, San Leandro, CA*

*Sandra A. Grossman, Bethesda, MD*

*David H. Nachman, Ridgewood, NJ*

*Lara Nations, Anchorage, AK*

*Kaushik Ranchod, Sacramento, CA*

*Hardeep Sull, Las Vegas, NV*

*Farshad Owji, AILA Treasurer, San Francisco, CA*

*Charity Anastasio, Practice Management Advisor, AILA Practice & Professionalism Center, Washington, DC*

*Emmie R. Smith, Associate Director of Education, Washington, D.C.*