

# NALSC® 2025 Annual Conference

THURSDAY FEBRUARY 27

VENUE IN BALLROOM UNLESS OTHERWISE NOTED

2:00-3:00pm ET **Registration** *Totes sponsored by Chambers; Beach Blankets sponsored by Falcon Rappaport & Berkman LLP*

3:00-3:10pm ET **Welcome** by NALSC President [Melissa Peters, Esq.](#), Founder of MP Legal Search and [Scott A. Meyers, Esq.](#), Chairman and CEO of Akerman LLP

3:10-4:10pm ET **Opening Session - “Be a Player in Your Own Game, Not a Piece in Someone Else’s”**  
**Opening Speaker** [Seth Makowsky](#), Founder & CEO at Poison Pawn

Seth Makowsky, founder of [Poison Pawn](#), combines game theory with elite-level coaching to guide the most exceptional performers in the world to improved decision-making and extraordinary results. His clients include corporations and CEOs; top professional, Olympic, and collegiate players and sports teams; and celebrities. With a business background as CEO and advisor to multiple companies, Seth has advised many international organizations in a wide variety of industries and has served UCLA as a performance coach since 2019. Seth harnesses the game of chess to unlock your potential, make complex tactical and strategic decisions, and achieve exceptional success. You will gain a deep understanding of the best-in-class mindset, elevate your decision-making, and have a framework to accomplish your vision and dreams.

*Opening Session sponsored by Faegre Drinker Biddle & Reath LLP*

4:10-4:30pm ET **Coffee Break and Sponsor Tables** *Coffee Break sponsored by Brown Rudnick LLP*

4:30-6:00pm ET **Concurrent Breakout/Roundtable Sessions** *(two rotations so attendees can attend two topics)*

**Breakouts** taking place concurrently with Interactive Roundtables:

- 1. Back to Basics: Outreach Role Playing with Joe** LAGOS  
Veteran recruiter and trainer, [Joseph E. Ankus, Esq.](#), President at Ankus Consulting, Inc. covers the nuts & bolts of candidate outreach strategies through cold calls, emails, or texts; how to identify good candidates; handling issues with candidates, and more.  
*Breakout session sponsored by Davis Wright Tremaine LLP*
- 2. Building a Business Case for Partner Candidates** PORTO  
Understand the financials on the LPQ from both the law firm and search firm perspectives with insights from both [Danielle T. Shannon](#), Chief Talent Officer at Akerman LLP and [Dan Binstock, Esq.](#), Partner at Garrison Search.  
*Breakout session sponsored by Cozen O’Connor P.C.*
- 3. Pick your Headhunters’ Brain: Inside Info on What Your Law Firm Competitors are Doing** FARO  
Veteran search firm recruiters [Melissa Peters, Esq.](#), Founder of MP Legal Search and [Ross Weil](#), Partner at Walker Associates, share with inside law firm professionals what search firm recruiters get asked by our law firm clients such as how to structure the recruiting department, how to manage recruiting workflow, what other firms are doing in their recruiting process, and why other firms are getting candidates and you’re not.  
*Breakout session sponsored by Federate Legal Inc. (Recruiter Partnerships Division)*
- 4. Targeted Growth through Opening Offices, Group Acquisitions, and Lateral Hires** ESTORIL  
[Kenneth J. Falcon, Esq.](#), Managing Partner at Falcon Rappaport and Berkman, alongside moderator [Jennifer Gillman, Esq.](#), Founder and President of Gillman Strategic Group, will discuss the pitfalls, pros, and cons of smart law firm growth utilizing various strategies from the perspective of a law firm which successfully grew a small nucleus of nine attorneys to a national multi-office firm with 70 lawyers in only a few years. Both law firm recruiting professionals as well as search firm recruiters can learn valuable information from this Breakout session.

Breakout session sponsored by Firm Prospects

**Roundtables** taking place concurrently with Breakouts:

BALLROOM

- **Neuro Divergent Attorneys; Getting Real: War Stories and Funny Recruiting Stories; Pay Equity; Integrating Non-traditional/Government Candidates; Hiring Professionals and Law Firm Recruiting Leads in AmLaw 200 Firms; Aspects that Differentiate a Firm; and Future Ready: Recruiting for Tomorrow's Law Firms.**

*Roundtables Honorary Sponsors: Akerman LLP; Baker & Hostetler LLP; Bass, Berry & Sims PLC; Benesch Friedlander Coplan & Aronoff LLP; Bilzin Sumberg Baena Price & Axelrod LLP; Buchanan Ingersoll & Rooney PC; Cadwalader, Wickersham & Taft LLP; Cox, Castle & Nicholson LLP; Dechert LLP; Duane Morris LLP; Fried, Frank, Harris, Shriver & Jacobson LLP; Gibson Dunn & Crutcher LLP; Hanson Bridgett LLP; Hogan Lovells US LLP; Jones Day; Kelley Drye & Warren LLP; Latham & Watkins, LLP; Lewis Roca; Loeb & Loeb LLP; Lowenstein Sandler LLP; McGuireWoods LLP; Michelman & Robinson, LLP; Moore & Van Allen PLLC; Nixon Peabody LLP; Pillsbury Winthrop Shaw Pittman LLP; Reed Smith LLP; Rimon; Robinson & Cole LLP; Rutan & Tucker, LLP; Stradley Ronon Stevens & Young, LLP; Vedder Price P.C.; Wilson Sonsini Goodrich & Rosati*

6:00-8:00pm ET **Networking Reception** Sponsored by ALM, lawjobs.com, and ALM Intelligence

SKY LAWN

8:00-10:00pm ET **Hospitality Suite with Entertainment** Sponsored by Leopard Solutions, a SurePoint Company

POOL DECK

## FRIDAY FEBRUARY 28

VENUE IN BALLROOM UNLESS OTHERWISE NOTED

8:00-9:00am ET **Breakfast / Business Meeting** (all attendees welcome and encouraged to attend)

LISBON

*Breakfast sponsored by Practus*

9:00-9:50am ET **“Safely Navigating the Attorney Movement Minefield”**

Speaker:

[Hilary Gerzhoy, Esq.](#) – Vice Chair of HWG's Legal Ethics and Malpractice group

Back by popular demand, speaker Hilary Gerzhoy will address and elaborate on the attorney movement minefield and how to navigate around those hazards ethically. Topics will include giving notice, conflicts, what happens when a candidate leaves a firm but remains on its website, and more as they relate to placements of associates, counsel, partners, and in-house lawyers.

*Session sponsored by Eversheds Sutherland (US) LLP and Goodwin Procter LLP*

9:50-10:10am ET **Coffee Break and Sponsor Tables** *Coffee Break sponsored by Greenberg Traurig LLP*

10:10-11:10am ET **"Employment Issues in the AI and Virtual/Hybrid Environment"**

Moderator: [Amy McCormack, Esq.](#) - A Founder and Co-President of McCormack Schreiber

Panelists:

[Samantha Abeysekera, Esq.](#) - Partner at Akerman LLP

[Michael Elkins, Esq.](#) - MLE Law

[Mark J. Neuberger, Esq.](#) - Of Counsel at Foley & Lardner LLP

This panel will delve into thorny employment issues especially as they arise in the AI and virtual/hybrid environments. How can we get into or stay out of trouble when using AI in the recruiting process? What licensure and tax issues impact a virtual or hybrid law practice? Does it matter where lawyers, their employers, and the clients are located? What other dangers lurk?

*Session sponsored by Goulston & Storrs PC and Hanson Bridgett LLP*

11:10-11:30am ET **Coffee Break and Sponsor Tables** *Coffee Break sponsored by Offit Kurman, P.A.*

**Concurrent Breakouts** taking place concurrently with Interactive Roundtables:

- 1. Mobility, Movement and Motivations: Strategic Insights from the NALP Foundation's Stay Study on Associate Retention** PORTO  
[Skip Horne](#), Vice President for Engagement at the [NALP Foundation](#), will address what really drives associates to make a move. He will also cover developing actionable strategies for identifying and optimizing your searches, informed by the illuminating and sometimes surprising data from The NALP Foundation's Stay Study on associate retention. With data from over 3,300 associates nationwide, you'll learn what the key drivers for associates are -- both overall, and by firm size, seniority, and demographic groups -- enabling you to craft effective and impactful searches that meet your goals and align with top talent's motivations.  
*Breakout session sponsored by Morrison & Foerster LLP*
- 2. Career Paths for Recruiters** FARO  
How can law firm recruiting professionals and search firm recruiters parlay their hard-won knowledge and skills for long-term career success and satisfaction? Our speaker, [Amy Berenson Mallow, JD, ACC, CPC, CELC](#), of Talent Success LLC has done it all and can give us the inside skinny on each role: lawyer, law school career services, legal recruiter, law firm C-Suite recruiter, law firm recruiting and professional development professional, legal business consultant, coach.  
*Breakout session sponsored by Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.*
- 3. Unpacking the Conflicts Checking Process for Both Partner and Associate Placement** ESTORIL  
Search firm recruiters and their candidates must understand conflicts to avoid impediments to placement. What are legal conflicts vs. business conflicts? What does the conflicts check entail? What derails a placement? What can be worked around? What are waivers, Chinese walls, etc.? At what point should recruiters discuss these issues with candidates & clients, and how? Ethics partner [Hilary Gerzhoy, Esq.](#) at HWG LLP and Bilzin Sumberg's General Counsel [Jeffrey I. Snyder, Esq.](#) will demystify the process.  
*Breakout session sponsored by Perkins Coie LLP*
- 4. The Juggling Act: Keeping Your Candidates and Clients Happy During the Recruitment Process** LAGOS  
Moderator [Mark Jacobson, Esq.](#), President of LegalSearch, Inc., will delve into building trust and confidence before and after you present the candidate; prepping the candidate and client for the interview; determining what additional needs the candidate will require from the firm if they move (additional practice group; associate help, etc.); managing expectations on both sides of the equation; negotiating compensation; and keeping the momentum going.  
*Breakout session sponsored by Pirical*

**Roundtables** taking place concurrently with Breakouts:

BALLROOM

- To Scale or Not to Scale my Recruiting Practice (for search firm owners); How Recruiters Organize it All; Trend/Stats on Who's Leaving- From Where & To Where are they Going; Transitioning from Associate to Partner Recruiting; Aspects Differentiating a Firm; Salary/Comp Negotiations-Tips & Tools.**

*Roundtables Honorary Sponsors: Akerman LLP; Baker & Hostetler LLP; Bass, Berry & Sims PLC; Benesch Friedlander Coplan & Aronoff LLP; Bilzin Sumberg Baena Price & Axelrod LLP; Buchanan Ingersoll & Rooney PC; Cadwalader, Wickersham & Taft LLP; Cox, Castle & Nicholson LLP; Dechert LLP; Duane Morris LLP; Fried, Frank, Harris, Shriver & Jacobson LLP; Gibson Dunn & Crutcher LLP; Hanson Bridgett LLP; Hogan Lovells US LLP; Jones Day; Kelley Drye & Warren LLP; Latham & Watkins, LLP; Lewis Roca; Loeb & Loeb LLP; Lowenstein Sandler LLP; McGuireWoods LLP; Michelman & Robinson, LLP; Moore & Van Allen PLLC; Nixon Peabody LLP; Pillsbury Winthrop Shaw Pittman LLP; Reed Smith LLP; Rimon; Robinson & Cole LLP; Rutan & Tucker, LLP; Stradley Ronon Stevens & Young, LLP; Vedder Price P.C.; Wilson Sonsini Goodrich & Rosati*

1:00-2:00pm ET **Luncheon with Door Prize Drawings**

SKY LAWN

*Luncheon sponsored by Crowell & Moring LLP*

*Door Prize Drawings sponsored by The Cluen Corporation*

- 2:00-2:50pm ET **Keynote Session**  
**“Legal Recruiting Tales From the Trenches –Ten Things From the Eyes of the Hiring Manager”**  
 Keynote Speaker: [Sterling Miller, Esq.](#) - CEO of Hilgers Graben PLLC
- Three-time general counsel, law firm lawyer, C-Suite executive, consultant, and 6x author Sterling Miller condenses twenty-five years of legal industry experience into ten points in his popular legal blog, “Ten Things You Need to Know as In-House Counsel.” He will discuss ten things search firm and law firm recruiters need to know about law firms and in-house legal departments to boost success. He touches on a variety of subjects such as what hiring managers really want, why credentials are only part of the story, selling candidates (and selling yourself), good and bad experiences with recruiters, dealing with bad “stuff,” technology, and more!
- Keynote sponsored by Kilpatrick Townsend & Stockton LLP*
- 2:50-3:10pm ET **Coffee Break and Sponsor Tables** *Coffee Break sponsored by Quarles & Brady LLP*
- 3:10-4:00pm ET **“Privacy and Cybersecurity: What Do Recruiters Need to Know?”**  
 Speaker: [Diana Iketani Iorlano, Esq.](#) - Founder/Managing Attorney of Iketani Law Corporation
- Back by popular demand, our expert will tell us what we need to know: What legal obligations do recruiters face in handling candidate personal information and confidential/proprietary/financial information provided by a firm or candidate during the recruiting process? Can third party recruiters be held liable for failure to safeguard their candidates' and clients' information? How must a recruiter respond to candidate requests for deletion of their information? Do we need a privacy policy? What are the privacy and cybersecurity concerns of collecting SSN, EIN, or financial information? How can we minimize our risk and exposure to a data breach?
- Session sponsored by Potomac Law Group, PLLC*
- 4:00-4:30pm ET **Champagne Toast, Coffee Break and Sponsor Tables**  
*Champagne toast/Coffee Break sponsored by Kirkland & Ellis LLP and Troutman Pepper Locke LLP*
- 4:30-5:15pm ET **Firm Growth Strategies: Group Acquisitions, Mergers, Multi-city Expansion—or Not?**  
 Moderator: [Laura S. DeRise](#) – Director of Attorney Recruiting at Bass, Berry & Sims
- Panelists:  
[Javier F. Aviñó, Esq.](#) - Practice Group Leader, Land Development & Government Relations at Bilzin Sumberg Baena Price & Axelrod LLP  
[Patrick Fuller](#) – Chief Strategist, Legal at ALM Global  
[Tiffani G. Lee, Esq.](#) - Deputy Managing Partner at Holland & Knight
- Is there still a place for mid-sized full-service law firms in the future of the legal industry? This panel will discuss the macro-level impacts of contraction on the legal industry as a whole. What are the varying perspectives on “to merge or not to merge” and which firms would be the ideal target? Why would some firms resist and what is their growth strategy? A number of related topics will also be addressed such as staying on point- talent acquisition plus billing rates, firm culture, individual legal practices and current market statistics as they relate to the viability of regional/mid-sized firms moving forward.
- Session sponsored by Seyfarth Shaw*
- 6:00-8:00pm ET **Networking Reception/Dinner at the Miami Offices of Akerman LLP** 3 BRICKELL CITY CENTRE (98 SE 7th St.)
- We greatly appreciate our esteemed host and sponsor Akerman LLP. Also, a special thank you to Platinum sponsors ALM/Lawjobs/ALM Intelligence as well as Gold sponsors Chambers and Falcon Rappaport & Berkman LLP.*

## SATURDAY MARCH 1

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- 8:30-11:00am ET **Breakfast Town Hall Meeting** BALLROOM
- Co-Moderators: NALSC President [Melissa Peters, Esq.](#), Founder of MP Legal Search; and NALSC VP of Strategic Planning [Jordan Abshire, Esq.](#), Founder of Abshire Legal Search LLC
- Sponsored by Sterlington*

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