



PRESS RELEASE

Contact: Juan Delgado
404.885.9100
jdelgado@theremsgroup.com

For Immediate Release

**JOHN REMSEN, JR. SCHEDULED TO SPEAK ON
LAW FIRM LEADERSHIP AT TWO NATIONAL CONFERENCES NEXT MONTH**
ABA 2012 Annual Meeting - August 2-7, 2012
2012 Law Firm Financial Management Conference - August 9-11, 2012

July 25, 2012 - John Remsen, Jr., President and CEO of The Managing Partner Forum, will be a featured speaker at two major law firm management conferences next month in Chicago. The American Bar Association (ABA) will hold its 2012 Annual Meeting on August 2-7, 2012, and the Association of Legal Administrators (ALA) will present the 2012 Law Firm Financial Management Conference the following week, on August 9-11, 2012.

On August 4th, Remsen will lead a panel discussion called **“How to be a More Effective Law Firm Leader”** at the ABA’s 2012 Annual Meeting. More than 10,000 lawyers are expected to attend the five-day conference. The session, presented by the Law Practice Management Section, will occur at 9:00-10:30am at The Drake Hotel.

The panel will consist of MPF alumni Brian Burke, Esq., who served as managing partner of Indianapolis-based Baker & Daniels for 16 years prior to its merger with Faegre & Benson; Christine Gimber, Esq., managing partner of Weld Riley Prens & Ricci in Eau Claire, Wisconsin; and Kenneth E. Young, Esq. of Young Mayden in Charlotte, North Carolina. “We’ll be drilling down on ways that firm leaders can be more effective in their challenging and often ill-defined roles,” says Remsen. “We’re planning to present a fast-paced, interactive conversation with the panel, with lots of audience participation.”

On August 10th, Remsen will present a session entitled **“How to Measure and Maximize Your Firm’s Marketing ROI”** at the ALA’s 2012 Law Firm Management Conference, also in Chicago. The session will occur at 10:30-11:45am at The Palmer House Hotel. “It’s not easy for a law firm to measure ROI on its various marketing and business development initiatives,” admits Remsen. “But it’s important for firm leaders to figure out where they’re getting the best results.”

Remsen will be speaking at numerous other meetings and conferences between now and the end of the year. [Click here](#) to see a complete list of his upcoming speaking engagements.



727 Kirkwood Avenue - Atlanta, GA - 30316
404.885.9100 - www.TheRemsenGroup.com

Since 2002, The Managing Partner Forum has presented twenty-one (21) law firm leadership conferences in Atlanta, Boston, Chicago, Dallas, Houston, Miami, and St. Louis. More than 750 firm leaders from 625 law firms have participated in previous programs. Registration is now open for The MPF 2012 Fall Leadership Conference, which will be held on October 12, 2012, in Chicago.

For more information, visit www.ManagingPartnerForum.org.

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